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THE NATIONAL NEWSPAPER OF MARKETING

Showmanship Okay in TV Ad if It Doesn't Add Nonexistent Quality: FTC

FTC Plans 'Reasonable' Drive; Deception Must Be 'Material': Kintner

For other news on the tv front see Pages 2, 34, and 55.

WASHINGTON, Nov. 19—Showmanship—including the use of props—in tv commercials is all right. But be careful.

That's the advice of Federal Trade Commission Chairman Earl Kintner, whose agency is spearheading a drive to weed out misleading tv ads.

Prodded by congressional investigators, Chairman Kintner has given the cleanup of tv commercials a No. 1 priority in the allocation of staff and manpower.

If there are deceptive commercials—and there are more than 50 specific instances under investigation right now—they'll be treated as summarily as FTC's responsibilities under the law permit.

Chairman Kintner has already dramatized FTC's project to the public with a statement promising 'round-the-clock monitoring of all network programming between Nov. 15 and Dec. 15, plus intensive monitoring of local telecasts in all cities where FTC operates field offices.

■ Allowing for the time lag involved in spotting a deceptive commercial and completing preliminary investigations, at least two months will pass before the fruits of the monitoring program will be appearing in the form of complaints.

Meanwhile, however, FTC already is making it clear that one of the target areas will be the use of deceptive demonstrations to glorify a product with more virtue than it deserves.

As an example of the kind of cases which FTC will be looking for, Chairman Kintner cites the complaint which was issued Nov. 2, charging that Libbey-Owens-Ford Glass Co. and General Motors used deceptive photographic techniques in commercials for L-O-F safety plate glass in GM cars.

"We realize," Chairman Kintner explained in an interview this week, "that it is often difficult to impart true life quality to a product when it is photographed for television." (*For further discussion of this problem see story on Page 2.*)

■ "Where the use of props does not result in a material deception,

(*Continued on Page 129*)

NBC Suspends All Regimen TV Ads

NEW YORK, Nov. 19—National Broadcasting Co. has suspended television advertising for Regimen reducing pills.

The action was taken following seizure Nov. 12 by the New York district attorney of Regimen records and commercials from the company, Drug Research Corp., and its agency, Kastor, Hilton, Chesley, Clifford & Atherton (AA, Nov. 16). #

At TvB Meeting . . .

Let Code Board Preview All TV Ads, Clipp Urges

CHICAGO, Nov. 20—Self-regulation for television can be obtained through expansion of the National Assn. of Broadcasters' tv code operations, according to Roger W. Clipp, vp of Triangle radio and tv stations.

Speaking at the Television Bureau of Advertising's annual meeting here today, Mr. Clipp, outgoing TvB chairman, called for a code board "expanded to provide for previewing commercials, beginning at the story board stage."

He suggested that the board have power to grant the board's seal of approval to commercials and programs as well as member stations.

But a more complete set of standards must be drafted, Mr. Clipp said. "Stations subscribing to the code would have the right to permit use of the seal on live commercials which meet code standards. And live network commercials could be previewed in rehearsal. Spot checking of individual stations would assure both station operators and code officials that standards were properly interpreted."

■ He said that while the expanded scope of NAB's code board would mean additional funds, he felt that it was possible "to find all the money needed in existing budgets at no additional cost to stations by streamlining or eliminating less vital activities.

"With this sort of voluntary regulation," Mr. Clipp said, "television can have what no other medium ever has had—an industry-wide 'testing laboratory' and a

(*Continued on Page 129*)

Canada Resumes Its Boom

Our northern neighbors, the Canadians, are making more money—and spending more—than ever before. After a brief setback last year, Canada's long-term boom is on again. Minister of Finance Donald M. Fleming is basing his 1959 budget on a gross national product of $34.5 billion—up 7% from 1958. Advertising is breaking records in nearly all areas. Advertising Age tells the story in its annual, detailed report on the state of Canadian advertising and marketing, starting on Page 71.

The word from Paris Fashion says pleats are the biggest news in ladies' accessories this year. See how they soften the lines, create a Continental elegance. Get this magnificent Parisian Pleats by **LADY BUXTON**

ONE OF THREE—*Buxton Inc., Springfield, Mass., climaxes a fall campaign with three consecutive right hand color pages, of which this is one, in the December Ladies' Home Journal introducing three new products. Additional ads will run in Life, Seventeen and This Week Magazine. Doyle Dane Bernbach Inc. is the agency.*

FCC Will Probe Need for Control of Broadcasting

WASHINGTON, Nov. 18—In an unprecedented burst of speed, the Federal Communications Commission today fixed Dec. 7 as the opening day for its investigation to determine whether more controls are needed over programming activities of radio-tv stations.

The proceeding, which is FCC's answer to congressional investigators who say the commission has failed to provide leadership for the industry, will go into a variety of issues. Among them: (1) Whether stations follow programming and commercial practices which are inimical to the public interest; (2) whether FCC has failed to provide adequate guidance and (3) whether legislation is needed.

While the commission has moved with unusual speed in scheduling a public session, FCC Chairman John C. Doerfer indi-

(*Continued on Page 8*)

FTC Hits Colgate for Gardol 'Shield' Claims

Complaint Based on Therapeutic Claims Is FTC's First Since '52

WASHINGTON, Nov. 20—The Federal Trade Commission blasted its way into the $25,000,000 dentifrice advertising field with a complaint this weekend charging that Colgate-Palmolive "protective shield" ads for Colgate with Gardol in tv, magazines and newspapers fool the public and hurt competitors.

The complaint followed by two weeks a barrage of statements by American Dental Assn. and Health, Education & Welfare Secretary Arthur Flemming to the effect that Americans are lulled into bad dental hygiene by excessive reliance on new toothpaste ingredients (*see "In Washington," Page 32*).

While C-P's "protective shield" tv commercials are prominently mentioned in FTC's announcement, the complaint is concerned with therapeutic claims, rather than tv techniques. Since Colgate with Gardol is only one of several dentifrices which have been promoting miracle ingredients, the commission's announcement of an attack on therapeutic claims for Gardol may signal an assault on other dentifrices also.

■ FTC's announcement says Colgate with Gardol "does not completely protect the user from tooth decay or the development of cavities by forming a 'protective shield,' as claimed in the company's advertising." In addition to misleading the public, FTC charged, the ads "unfairly divert trade from competitors and substantially injure competition, in violation of the FTC act."

It is FTC's first foray into the dentifrice field since 1943, when it issued a complaint against claims that Forhans toothpaste guarded against gum disease. FTC took the position that the benefit, if any,

(*Continued on Page 129*)

Rheinstrom Leaves American Airlines to Rejoin JWT

NEW YORK, Nov. 19—Charles A. Rheinstrom has resigned his $70,000-a-year exec vp post at American Airlines to rejoin J. Walter Thompson Co.

His departure, announced earlier this week, was followed today by a top-level reorganization at American.

Mr. Rheinstrom lasted only a year and a half at American. He was aboard for the introduction of jet service, he brought in a new advertising director and he fired the agency at which the brother of the airline's president worked.

■ The realignment at American brings to the top G. Marion Sadler, who has been appointed to the new post of vp and general manager. Mr. Sadler, formerly vp-sales services under Mr. Rheinstrom, came up through the field sales force. He began as a ramp agent in Nashville in 1941.

Eight department heads will report to Mr. Sadler, including R. L. Fitzpatrick, formerly regional vp in Dallas, who was promoted to Mr. Sadler's old post.

None of the airline's advertising officials was mentioned in the reorganization. American's ad director is John E. Brady, recruited by Mr. Rheinstrom from Donahue & Coe.

■ The $6,000,000 American advertising account moved on June 1 from Lennen & Newell to Young & Rubicam. C. L. Smith, brother of

(*Continued on Page 129*)

Last Minute News Flashes

Colgate Enters Ethical Field via Lakeside Buy

NEW YORK, Nov. 20—Colgate-Palmolive has signed an agreement to acquire the $6,000,000 annual ethical drug business of Lakeside Laboratories Inc., Milwaukee, through an exchange of stock. L. W. Frohlich & Co. is the Lakeside agency.

FTC Invites Broadcasters to TV Parley Nov. 30

WASHINGTON, Nov. 20—The Federal Trade Commission is inviting National Assn. of Broadcasters, the networks, the NAB tv code board and other industry representatives to a meeting Nov. 30 to discuss a cleanup of tv. The Department of Justice and the Federal Communications Commission have been invited to sit in as observers.

K&E Loses $1,250,000 Wilson Account

CHICAGO, Nov. 20—Wilson & Co. and Kenyon & Eckhardt have jointly terminated a 21-month relationship because of "product conflicts" which have developed with some of K&E's other accounts. K&E has handled Wilson hams, bacon, sausage, canned meats and Menu-Pak, which have combined billings of about $1,250,000.

(*Additional News Flashes on Page 129*)

Stock Offer Sped Demise of Edsel

DETROIT, Nov. 19—Announcement of a forthcoming public stock offer is credited for Ford Motor Co.'s timing in its decision to give up on its $250,000,000 baby—the Edsel car.

The strike-caused steel shortage was also a factor. Ford abruptly terminated production of the Edsel today, commenting that Edsel sales since introduction of the 1960 models have been "disappointing," and the steel can be better used for Ford cars more in public demand.

"Accordingly," Ford said, "Edsel production will be halted and Edsel discontinued as a product of Ford Motor Co."

The announcement followed a decision by the Ford Foundation to sell an additional 2,000,000 shares of Ford stock. The prospectus, giving production figures on Ford products, listed Edsel as "introduced in September, '57, and discontinued in November, '59."

Some of the gap left by the Edsel departure will be filled next spring when Ford introduces its "luxury" compact car, the Comet, to be handled by Mercury and advertised through Kenyon & Eckhardt, which has the Mercury, Edsel and Lincoln-Continental accounts. However, Edsel's ad budget has not

(*Continued on Page 8*)

Tangled Web: Broadcasters Turn Introspective, Seek Remedies in Wake of TV Quiz Probe . . .

Nets Must Police TV, Says Brophy; Control by Nets Is No Cure: Clyne

Clyne Cites TV Flaws, Says British System Won't Work in U.S.

NEW YORK, Nov. 18—The tv industry must take corrective action against the Pandora's box that has been opened in tv or there will be remedial legislation, C. Terence Clyne, senior vp in charge of tv and radio at McCann-Erickson, warned yesterday.

In a speech before the time buying and selling seminar of the Radio & Television Executives Society, Mr. Clyne called for leadership from networks, stations, representatives, advertisers and agencies "at a time when everybody is running scared."

■ The agency executive outlined several areas where he feels corrective action is needed:

• Number of commercials. "There are too many commercials per minute of entertainment," Mr. Clyne said. Pointing out that he "invented" ID's for Bulova, he suggested that station managements should review the practice

(*Continued on Page* 130)

'American Conscience' Stirs: Brophy; Motley Warns of 'Tragic' Law

NEW YORK, Nov. 17—Thomas D'Arcy Brophy said today that the television networks have "abdicated their responsibilities to advertisers and their agencies," but the latter are incompetent to handle that role and it is the job of the networks to police their business.

And Arthur H. (Red) Motley warned that the current tv dilemma won't be solved by associations, laws or codes but by "basic individual, decent honesty," vocally expressed.

The two were luncheon speakers at the first seminar of the Advertising Federation of America's new second district, embracing adclubs in New York, New Jersey, Pennsylvania, Maryland and Washington, D. C.

Mr. Brophy, retired chairman of Kenyon & Eckhardt and a former chairman of the American Assn. of Advertising Agencies, urged networks not only to police their

(*Continued on Page* 130)

TV's Tricks of Trade —Are They Too Tricky?

Product Demonstrations Would Be Drab with No Gimmicks Whatsoever

By Ramona Bechtos

NEW YORK, Nov. 18—How do you distinguish between legitimate dramatic license and misleading advertising demonstrations?

It is difficult to draw the line between honest techniques used in the production of tv commercials to make a product look real and the deceptive practices which could be employed to make it look and perform better than it actually does.

Is it wrong to show aerated shaving cream in place of whipped cream? Is it deceptive to drop an Alka-Seltzer into a glass of beer to make it fizz? Is it fraudulent to use mashed potatoes or clay in place of ice cream? Most observers would say that these practices are perfectly legitimate because the actual products could not stand up under studio conditions. Similar adjustments are also commonplace in photographic sessions for print advertising.

But it's anyone's guess what the Federal Trade Commission will decide about such practices once it has begun scrutinizing commercials.

■ Most of the producers of tv commercials queried by ADVERTISING AGE last week said they knew of no cases of deliberate rigging of commercials. As one producer put it, agencies are extremely careful about their products being able to perform as claimed.

One area which could come under scrutiny, however, is where commercials make certain boasts which, although true, are not significant factors in the product's use. A certain pain killing tablet, for example, may dissolve more quickly or get to the blood stream faster than others. "But if this difference can be measured only in seconds, is this an important feature?" one producer asked.

Occasionally, copy claims are written that can't be substantiated.

Some time ago copy written for an auto maker claimed that a box of matches could be lighted on the hood of the car without marring the paint. But when the test was tried, marks were left on the hood, so the commercial was never produced. But the copywriter still dreamed. And he came up with a similar test that worked. His solution: Lighter fluid was placed on the hood and ignited without leaving a mark on the paint.

■ Another point to consider—how good is "Brand X"? Many com-

(*Continued on Page* 129)

Sweeney Washes Radio's Hands of TV Quiz Opprobrium

SAN FRANCISCO, Nov. 18—The latest by-product of the widening quiz scandal is a disagreement between the heads of the National Assn. of Broadcasters and the Radio Advertising Bureau.

The schism—in public stance at least—was made public here today when Kevin B. Sweeney, president of RAB, addressed the San Francisco Advertising Club.

■ Mr. Sweeney made it very clear that he saw no reason why radio should be mentioned, even in passing, in the quiz scandal. He asserted:

"Radio has no part of this quiz scandal, nor of any other scandal. The cries about the practice of

(*Continued on Page* 130)

Aubrey Tells CBS Moves to Regain Public Confidence

TV Billboard Abuse to Be Curbed; Other Steps: Tape and Canned Audio

NEW YORK, Nov. 19—CBS Television, which already has cracked down on (1) lavish giveaways, (2) canned laughter and (3) rehearsed interview shows, this week indicated more specifics of its plans for reestablishing public confidence in tv.

The steps being taken to implement the promised re-appraisal of the network's "basic operation theories and practices" were set forth in an intra-company memo from James T. Aubrey Jr., exec vp of the CBS-TV network division. The memo noted that the reexamination will cover "standards to be set for commercials, program balance and thorough investigation of payola and plugs," but it did not particularize about changes to be expected in any of

(*Continued on Page* 130)

Harried Broadcasters Rally Around Codes

Magnuson Letter Warns Industry Must Show It Backs Self-Rule Machinery

LOS ANGELES, Nov. 17—The broadcasting industry, looking into the muzzles of Federal Communications Commission, Federal Trade Commission and congressional investigations, started rallying around its twin standards of self-regulation—the NAB television code and the NAB radio standards of practice—with new urgency this week.

In a television session of the regional meeting of the National Assn. of Broadcasters, Donald H. McGannon, of Westinghouse Broadcasting Co., chairman of NAB's tv code review board, read significant and ominous portions of a letter to him from Sen. Warren Magnuson, asking pointed questions about the self-regulation of the industry:.

■ "'Am I to assume that the present provisions of the television code are inadequate to meet the deception and fraudulent practices engaged in on the television quiz programs?

"'What proposals are under consideration that would prevent such practices from taking place in the future? And do you expect such proposals to be adopted? As I understand it, there are only 270 of the more than 500 stations in the country that are subscribers to the industry's tv code.

"'Assuming meaningful procedures concerning self-regulation are adopted, how would the television code apply to the stations which are not subscribers? How then would the non-subscriber be regulated?

"'It is my intent to call a meeting of the Federal Trade Commission, the Federal Communications Commission and industry representatives as soon as possible after the Congress convenes in January. I am hopeful that the industry's proposals will have been enacted by that time, as I will be guided accordingly in planning my legislative program.

■ "'Over the years I have been a staunch advocate of keeping regulation to the minimum, with the hope that self-regulation that is industry-fixed would prove to be effective. I need not emphasize that in this most powerful medium of communication we must keep radio and television free from deceit, fraud and dishonesty if we are to protect the public interest.'"

As Mr. McGannon spoke, he was

(*Continued on Page* 131)

Make Self-Rule Work, McGannon Tells All Affiliates

3-Net Closed Circuit Talk Asks Code Recruiting, Warns of U. S. Moves

LOS ANGELES, Nov. 18—The National Assn. of Broadcasters' television code review board today asked for self-regulation and a consolidated position from broadcasters, in a closed circuit broadcast carried by all three television networks to their stations.

Donald H. McGannon, Westinghouse Broadcasting Co., chairman of the review board, handled the presentation, which made the following points:

1. Tv is under investigation by the House legislative oversight

(*Continued on Page* 8)

Give TV Clearer Rules, Another Chance: Cortney

Coty Head Lauds Pay TV; Says He'll Ask BBDO for Account of Quiz Role

CHICAGO, Nov. 18—Government intervention in tv programming should wait until the industry "has had another chance" to prove it can provide better shows, according to Philip Cortney, president of Coty Inc., New York.

Mr. Cortney was in town yesterday to make his third major speech on his proposal to divorce advertising from tv production as the first step in raising the level of tv entertainment (AA, Nov. 2).

He said at a press conference that "tv stations are supposed to operate in the public interest; we need a clearer definition of the words 'public interest.'

"Are the stations and networks to serve the public interest, or is their main purpose to serve the interests of selling merchandise?" he asked.

When "public interest" is defined, he said, the network and stations should be given another chance to produce better programs. If they fail, he indicated, government controls of programming should be established.

■ Mr. Cortney said that if government control is found to be needed, he would favor a two or three-year test of pay tv—with no competing commercial tv—to see what the

(*Continued on Page* 131)

Highlights of This Week's Issue

A special tabulation covering retail sales figures for the nation's Standard Metropolitan Areas, 1954-1958, is presented by ADVERTISING AGE *in this issue on Pages* 40, 41, 42, 44, 46, 48, *and* 50. *Story on Page* 3.

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Outdoor Advertising Assn. of America takes offense at Ed Dodd's "Mark Trail" strip on outdoor advertising ..... **Page 4**

Shulton Inc. to consolidate its Christmas advertising in a ten-day push, using five media ..... **Page 4**

Ralph Ingersoll, publisher of the former New York daily, PM, buys Elizabeth Daily Journal ..... **Page 4**

Corporate advertising makes sense, but it will never replace product advertising, Sidney R. Bernstein, editorial director of Advertising Age, says ..**Page 10**

Walter Hoving, president of the Hoving Corp., warns that the world is headed for a "highly crucial mass production jam" unless more attention is paid to mass distribution ..... **Page 14**

Richard E. Deems, exec vp of Hearst Magazines, says that the taint attached to the entertainment phase of television from the recent quiz controversy has begun to contaminate advertising in all media ..... **Page 34**

Robert W. Sarnoff, NBC chairman, shuns radical steps for solution of problems created by the tv quiz scandal ..**Page 55**

Arthritis & Rheumatism Foundation to conduct national campaign to help eliminate deceitful advertising ..**Page 58**

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L&M Opens Duke National Push at End of November

NEW YORK, Nov. 17—Liggett & Myers Tobacco Co. today announced that it will complete national distribution of its new high-filtration Duke cigaret by Nov. 30.

The brand was introduced late in September in Atlanta, Boston and Cincinnati. Two weeks later it made its debut in metropolitan New York, and then in all of New England, Chicago and California, Cleveland, Philadelphia and Washington, D. C.

It is now on sale in Florida, upstate New York and Baltimore, where advertising begins this week. Next week ads will break in Milwaukee, Texas and the remainder of Ohio.

The heavy advertising in local media, already used to launch Duke, will be continued. This includes page ads in leading newspapers, saturation schedules of spot announcements on both radio and tv, local commercial spot cut-ins on some of the company's network tv programs, outdoor and transportation advertising and a full line of point of sale materials.

■ National advertising will start later this month, when Duke tv commercials will be seen on most of the tv programs sponsored by Liggett & Myers. These include "Laramie" (Tuesdays, NBC), "Markham" (Saturdays, CBS), "Gunsmoke" (Saturdays, CBS), "Hotel de Paree" (Fridays, CBS), "Untouchables" (Thursdays, ABC), "Black Saddle" (Fridays, ABC), "Adventures in Paradise" (Mondays, ABC), and "Alaskans" (Sundays, ABC).

Magazine advertising will start with the back cover of the Dec. 14 issue of *Life*, *Look* and *The Saturday Evening Post* will also be used when schedules can be arranged.

McCann-Erickson is the agency.

BILLBOARD CUT-IN—*Chicagoland Rambler Dealers Assn. last week began using a split screen version of its outdoor and bus posters three times nightly, sans audio, in the Jack Paar show (NBC-TV), via WNBQ, Chicago. The billboard appears against the musical background of the show, along with the "Jack will be back" sign. Previously the space has been used only to promote station or network coming attractions. R. Jack Scott Inc., Chicago, is the agency. The show's network commercials have been sold exclusively to Studebaker Lark, among auto makers.*

Future Status Symbol: How Many Cars, Not What Kind, Copp Tells 4A's

Ford Exec Says U. S. Cars 'Non-Competitive,' but 'Ingenuity' to Alter This

(*For other news from the East Central Four A's see Page* 34.)

PITTSBURGH, Nov. 18—Lark and Rambler had better get ready "to move over a bit." As for foreign cars, "They'll feel our strength too."

These were some of the pleasantly-voiced warnings of Big Three

East Central 4A's

determination to meet small car competition head on, issued here by Marley F. Copp, assistant chief engineer, product engineering office, Ford division, Ford Motor Co.

■ He also suggested that from now on the number of cars owned by a family may be much more of a "status symbol" than the size or kind of car.

Mr. Copp was concluding speaker at the 1959 annual meeting of the east central region, American Assn. of Advertising Agencies.

Introduced as an authority on compact car development, Mr. Copp predicted that "domestically produced small cars probably will sell close to 1,000,000 units in the 1960 model year, if we get the steel strike settled and have a good year

(*Continued on Page* 134)

AA Publishes Exclusive Retail Data Tabulation

Comparative '54, '58 Sales Figures Are from Census Bureau Reports

WASHINGTON, Nov. 18—ADVERTISING AGE presents on Pages 40 and 41 and on following pages a special tabulation covering retail sales figures for the nation's Standard Metropolitan Areas.

This special tabulation, developed in consultation with the Census Bureau, provides in convenient form for market analysis purposes, for the first time, retail sales figures from the 1958 census of business, broken into 11 categories. For most areas, comparable 1954 figures are presented, together with percentages of change.

To achieve fast publication, ADVERTISING AGE has utilized 1958 information from the preliminary state bulletins now in print. The Census Bureau estimates that for the nation as a whole these figures are about 2% below the totals which will appear in final bulletins, when they become available in another two to three months. For some lines of trade in particular communities, the 1958 figures may be understated by more than 2%.

■ No 1954 figures or 1954-58 comparisons are provided for eight New England standard metropolitan areas. In requesting that AA withhold these comparisons, the Census Bureau pointed out that substantial redefinition of these eight areas since 1954 makes comparisons deceptive. In its own final figures the bureau will recompute these areas by 1958 standards, so that comparisons will become available at that time. Four other New England areas also were redefined since 1954, but the Census Bureau indicated that these changes are not sufficiently important to require omission of 1954 comparisons.

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Browning Urges More, Better Data on R.O.P. Color

Color Will Sell Better, Quaker Exec Tells Reps at Mid-America Meeting

CHICAGO, Nov. 17—Kenneth Browning, merchandising manager for cereals, Quaker Oats Co., today criticized newspaper representatives for failing to sell r.o.p. color properly to advertisers.

"Salesmen who call on us just don't sell color," Mr. Browning said in a talk at the Mid-America R.O.P. Color Conference. About 580 persons attended the all-day color conference, which was sponsored by Sawyer-Ferguson-Walker and Lake Shore Electrotype.

Mr. Browning charged that newspaper representatives "don't

(*Continued on Page* 131)

'Ill-Timed,' 'Damaging' and 'Misinformed'? . . .

More Admen Scold AA on TV Editorial Stand

Urging of Admen to 'Get Out of Show Business' Draws Ire

CHICAGO, Nov. 17—For the second week running, advertisers and agencies continued to slam into ADVERTISING AGE for its proposal that they give up all control of television programs to the networks and stations.

Many admen were reacting with vehement opposition, while others showed a "we're for it, but it won't work" attitude, and still others rallied to the support of the proposal. In an editorial (AA, Nov. 9), AA suggested that program content be separated from the commercials just as editorial content and advertising are completely separate in the press.

■ Arthur E. Duram, senior vp and tv-radio director of Fuller & Smith & Ross, New York, termed the editorial "not only ill-advised and unwarranted, but ill-timed and damaging." He accused AA editors of using "considerable misinformation" to come to "untested conclusions," and gave these reasons why he disagreed:

1. "The events of the past several weeks in reference to the scandalous activities of several producers of tv quiz programming have no bearing whatever on most all other forms of tv programming. We directly challenge you to prove an interlink between quiz and drama, between quiz and variety programs, between quiz and situation comedies. The readiness with which newspapers and other outsiders have jumped to the contrary conclusion suggests an objective other than the protection of our good tv viewers.

2. "Networks today have as much control of tv programming as is possible. What you do not

(*Continued on Page* 125)

F&S&R's Arthur E. Duram
"Program control by advertisers is a myth."

Media Reps Waste Time: Jorgensen; Buyers Inexperienced, Kimball Says

Lunchtime Decisions Hit from Both Sides at WSAAA Meeting

LOS ANGELES, Nov. 17—Agencies need the information media representatives can furnish, but "they're killing us" in terms of time-consuming presentations, Kai Jorgensen, Hixson & Jorgensen, told members of the Western States Advertising Agencies Assn. last night.

He said, "We appreciate and can handle" media hospitality and cocktails, but need fewer "long lunches and alcohol."

As an agency head, conscious of the value of time, Mr. Jorgensen said, "I would be grateful if media presentations were made in our offices, and late in the afternoon."

Mr. Jorgensen was one of a panel of agency and media men who participated in a discussion of media-agencies relations, with Doug Anderson, Anderson-McConnell Advertising, as moderator.

■ Another panel member, Maurice Kimball, Maurice Kimball Co., publishers' representative, decried agencies' putting the expenditure of large sums of client money in the hands of unqualified people,

(*Continued on Page* 28)

Wile to Use Dailies, Ten Magazines in 12-Brand Yule Push

NEW YORK, Nov. 18—Julius Wile Sons & Co., importer of wines and spirits, is launching the largest advertising campaign in its 82-year history.

Although geared for the Christmas season, the campaign will be continued through May. Women will appear in the company's ads for the first time. Magazines to be used for a variety of products, including the new gift decanter for Peter Dawson scotch whisky, include *Cue*, *Esquire*, *Gourmet*, *Holiday*, *Los Angeles Times Home Magazine*, *Sports Illustrated*, *The New York Times Magazine*, *The New Yorker*, *Time* and *Town & Country*. In addition, newspapers will be used in selected metropolitan markets.

■ Major products to be promoted include D.O.M. benedictine and b&b, Bollinger brut champagne, Dry Sack sherry, Canasta cream sherry, Pernod, Garnier cordials, Lemon Hart rum, Deinhard rhine and moselle wines, Chateau Ste. Roseline and Villa Antinori chianti wine.

The entire campaign will be backed by point of sale material and mailing pieces on all products.

Anderson & Cairns is the agency.

Shift of Eastside to K&E Puts All Pabst Beers in One Barrel

CHICAGO, Nov. 18—Pabst Brewing Co. today assigned another $800,000 of beer billings to Kenyon & Eckhardt, naming the agency to handle its West Coast brand, Eastside.

K&E already handles Pabst Blue Ribbon and Blatz for the Chicago brewer. The addition of Eastside brings the agency's beer billings to between $8,000,000 and $9,000,000.

Young & Rubicam, Los Angeles, is the previous agency for Eastside. Y&R succeeded Leo Burnett Co. on the account in 1957. #

Bates Shoe Co.'s New Print Campaign 'Humanizes' Product

WEBSTER, MASS., Nov. 17—Bates Shoe Co. will eschew the usual foot-and-ankle art for more "humanized" shoe ads in a new print campaign breaking in the *New York Times Magazine* Dec. 6.

To counter what it calls "Unhuman and unemotional" shoe advertising, the company will fill its men's shoes not only with ankles and socks, but with whole models chosen for "particular facial characteristics."

In addition to the kick-off ad in the *Times*, Bates will run color pages through May, 1960, in *Esquire*, *The New Yorker* and *Sports Illustrated*. Edward M. Meyers Associates is the agency. #

CHAIRMEN—*Bates Shoe Co. hopes to "humanize" shoe advertising with ads like this, to appear in magazines starting in December. Edward M. Meyers Associates is the agency.*

Outdoor Advertiser, Its Agency Are Villains in 'Mark Trail' Comics Strip

NEW YORK, Nov. 17—Sharpshooting at the ad industry, especially outdoor advertising, is now coming from an unsuspected quarter: a comic strip.

"Mark Trail" by Ed Dodd, a strip distributed by Hall Syndicate, New York, in late October began an episode focusing the story on an outdoor ad campaign for a mythical Goody-Goos Candy Co. The plot has it that Goody-Goos is putting up signs around scenic spots in out-of-the-way places all across the country. They're so out of the way, in fact, that Goody-Goos is using a helicopter to get the signs out there.

■ Our hero, Mark Trail, a roving reporter of a hypothetical *Woods & Wildlife* magazine and staunch advocate of wildlife conservation, is incensed by the scenery-marring campaign and has written a story blasting it and the sinister forces behind it.

The magazine's editor is willing to run the story, but he fears it may cost some ads for a certain North Star Outboard Motors placed by Tripwell & Coulter, an imaginary New York agency, which also handles Goody-Goos.

The villain turns out to be Mr. Tripwell, of Tripwell & Coulter, a pudgy and complacent type, who quaffs occasionally from a handy decanter and says things like "Who in blazes gives a rip about good taste! The product is selling!" (His clean-cut associate, Alex Coulter, seems to give a rip.)

Mr. Tripwell actually wants public criticism of the campaign, because "that will make Goody-Goos better known." But when Trail goes to the agency's office to try to persuade Mr. Tripwell to stop the campaign, he gets the old heave-ho.

MARK TRAIL

GOODY-GOOS
WORLD'S FINEST CANDY BAR
HELPS YOUR FIGURE
I CAN'T BELIEVE IT... I CAN'T BELIEVE PEOPLE WOULD RUIN A PLACE THIS WAY!
WELL, THEY HAVE!
IT MAKES ME SICK TO THINK HOW BEAUTIFUL SUNBURST FALLS WAS ONCE!
WE'RE MADE FOR YOU!
FOR MOM AND DAD AND GRANDMA TOO
THE TASTE'S A GREAT TREAT FLAVORS GALORE
5¢

While readers wait with bated breath for the next episode, Outdoor Advertising Assn. of America, Chicago, has issued a statement charging that "Mr. Dodd does all advertising a disservice by portraying the outdoor advertising people, agency people and a fictional national advertiser as diabolical plotters in a scheme to load out-of-the-way fishing spots, roadside woodlands or natural beauty spots with signs and outdoor advertising displays."

■ Frank Blake, OAAA's pr director, emphasized that neither outdoor advertising, agencies or national advertisers are interested in outdoor ad placements with a circulation of about zero, particularly when they would offend the public.

"In this era, when all segments of advertising are striving to have the intrinsic value of all types of advertising understood by the American public," says Mr. Blake, "we believe that it is wrong to give impressionable youngsters a false picture of advertising people.

"The press has had a Roman holiday criticizing the tv industry for dishonesty in quiz shows," he adds. "Is this portrayal of advertisers, agencies and outdoor advertising any less dishonest?"

■ Hall Syndicate denies that either it or Mr. Dodd is anti-anything. Robert M. Hall, president of the syndicate, told ADVERTISING AGE that all its creators are free to write anything that is not in bad taste or libelous.

Mr. Blake of OAAA is slated to talk with Mr. Dodd later this week about the series. But since these strips are normally done months in advance of publication, it appears likely that "Mark Trail" will continue to contend over the poster at beautiful Sunburst Falls. #

Shulton Sets 10-Day Yule Push

NEW YORK, Nov. 17—Shulton Inc. will consolidate its Christmas advertising in a ten-day push running from Dec. 14 through Dec. 23. Network and spot tv and radio, magazines and newspapers will be used. Advertising in all media will feature Old Spice toiletries for men and Shulton's two leading women's fragrance lines, Desert Flower and Friendship Garden.

On network tv, the company has scheduled participations on 14 evening and daytime shows on CBS-TV, NBC-TV and ABC-TV. On network radio, the company plans participations on 15 shows on 200 CBS stations and 199 NBC stations. Tv spots will be aired in 50 markets, with radio spots planned in 85 markets.

The magazine campaign will begin with a color spread in *Life*, followed by color pages in *Cosmopolitan*, *Farm Journal*, *Ladies' Home Journal*, *Look*, *McCall's*, *Redbook* and *The Saturday Evening Post*, plus b&w ads in *Christian Science Monitor*, *Family Weekly* and *This Week Magazine*.

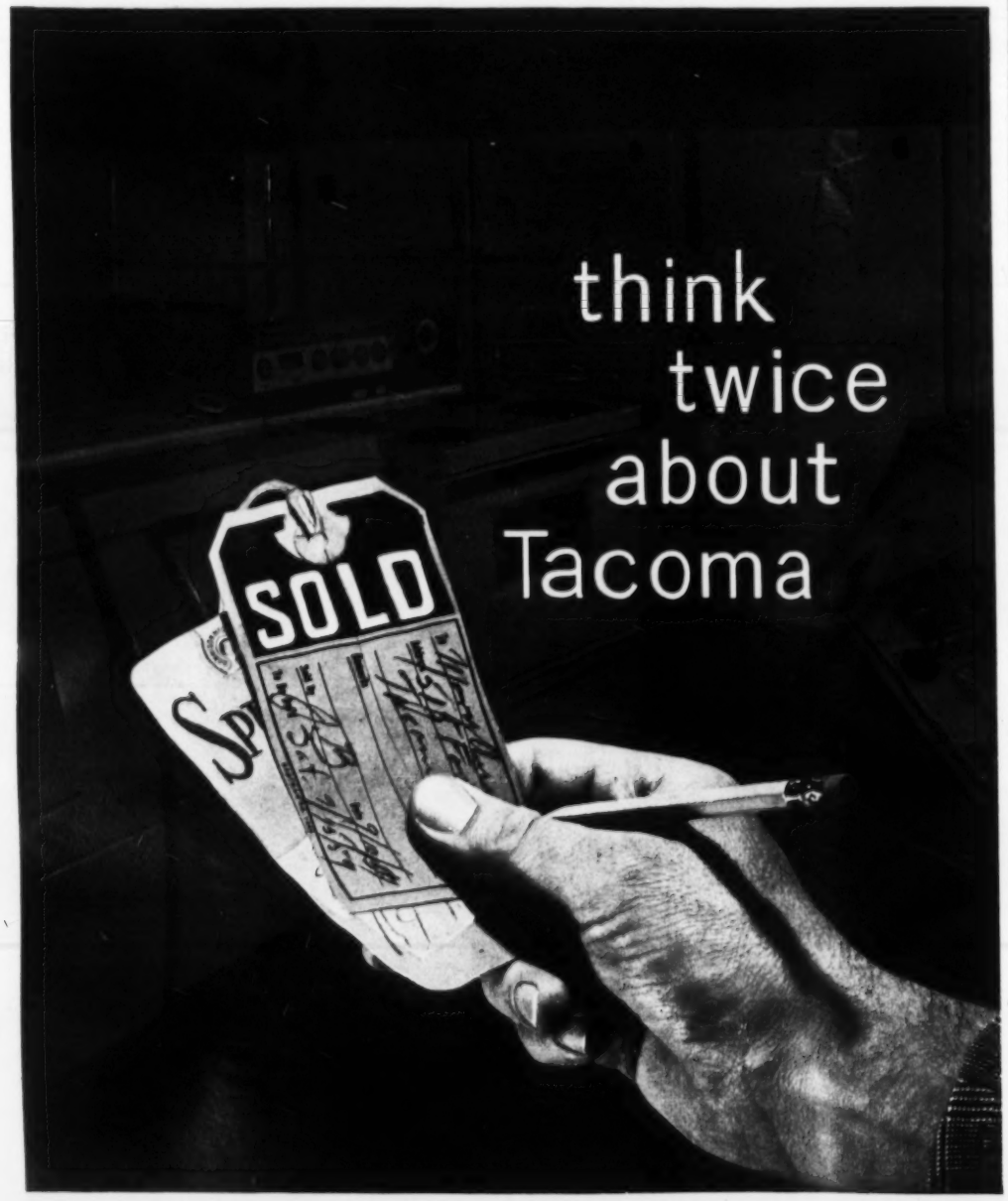
The newspaper campaign will consist of 1,300-line ads in 115 newspapers in 96 markets.

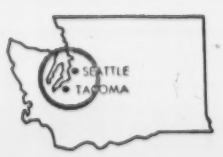
Wesley Associates is the agency.

Ingersoll Acquires 'Elizabeth Journal'

ELIZABETH, N. J., Nov. 17—The *Elizabeth Daily Journal*, an afternoon daily with circulation of 52,000, was sold today to Ralph Ingersoll, publisher of the former New York daily, *PM*, and onetime vp and general manager of Time Inc. The price was not disclosed.

Sale of the daily, which was founded as the *New Jersey Journal* in 1799, was announced by its editor and publisher, Robert C. Crane, whose family has controlled the newspaper for three generations. Mr. Crane will continue in his present post. #





Puget Sound is your No. 1 target in Washington State. To do the job right you need full coverage in Tacoma (a Burgoyne Test City).

THINK! You miss a lot of sales potential unless Tacoma is adequately covered. Metropolitan Tacoma accounts for more than $18 million in furniture and appliance sales—over 25% of the total in the Puget Sound Circle. And this year Tacoma's retail sales will be close to $350,000,000. It's a market you *must* cover!

THINK! You can *not* cover Tacoma with any outside newspaper—or with any combination. More than 68,000 Tacoma families take the News Tribune *exclusively*. That makes it a "must buy" on every schedule. (Total circulation now almost 85,000.)

Ask the man at **SAWYER-FERGUSON-WALKER COMPANY, Inc.**

New York • Chicago • Philadelphia • Detroit • Atlanta • Los Angeles • San Francisco

Would you settle for a *242% SALES INCREASE in 1960?

That's what a famous manufacturer achieved — a big 242% increase in sales to America's Newest Families when he sampled his product through BRIDAL-PAX.

BRIDAL-PAX is a new idea in sampling. Non-competing products are packaged in an attractive kit. They're presented with the manufacturers' best wishes to more than 500,000 new brides and grooms *just when they are deciding their brand preferences for a lifetime.*

If you want to increase your sales for years to come, use BRIDAL-PAX in 1960!

An inexpensive Test Program can be tailored for *your* product in any area you wish. Phone or write to

BRIDAL-PAX INC.

Controlled Product Sampling

225 Lafayette Street, New York 12, N. Y.

*Fact Finders, Inc.

WA 5-9996

***"FLIGHT" STREAKS** ahead. In 12 major first-run markets where it is programmed following a weak adjacency, "FLIGHT" has seized the lead from competition with superior lead-ins — averaging a 60% audience gain for its time slot. What about second take-off?*

***"FLIGHT" SOARS** on re-runs! Early reports on the first re-run market, Milwaukee, show "FLIGHT" delivering a 23.0 ARB rating with the same top 53% share-of-audience scored in its first run — outrating a competitive Nielsen Top-Ten network show by 64%! Furthermore, whether it's first-run or re-run, it's "first-class" all the way!*

***"FLIGHT" PULLS** adult audiences — people with "grown-up" buying power. This aviation adventure series attracts the highest proportion of adult viewers of any syndicated series!*

(Source: U.S. Pulse, reported by Television Age, Aug.-Oct., 1959.)

NBC Television Films. A Division of CNP California National Productions, Inc.

Reach, McClinton Boosts Robb; McCullough Heads Boston Office as Humphrey Retires

NEW YORK, Nov. 17—Reach, McClinton & Co., New York, has rearranged its executive lineup in its New York office and at its Boston division, Reach, McClinton & Humphrey.

In New York the agency announced the promotion of Robert W. Robb to exec vp and general manager, a new post. Mr. Robb has been senior vp and assistant to the president at the agency since 1957.

In Boston, John H. McCullough, formerly a vp, has been elected president of Reach, McClinton & Humphrey. He succeeds Richard S. Humphrey Sr., who has been president and board chairman since the merger in January of H. B. Humphrey, Alley & Richards with Reach, McClinton. Mr. Humphrey will retire Nov. 30.

Also in Boston, Joseph T. Coenen, creative director, has been named exec vp, a new post. He will continue as the Boston agency's creative head.

R. W. Robb

J. H. McCullough

Elected vps were Damon Carter, Richard Clark and Richard S. Humphrey Jr.

WNTA Names Harris Ad Head

Robert E. Harris, who was formerly in the advertising promotion department at the *New York World-Telegram & Sun*, has been named to the new post of director of advertising and sales promotion at WNTA and WNTA-TV, New York. Mr. Harris will divide his time between the station's office in Newark, N. J., and the office of its parent company, National Telefilm Associates, New York.

Donahue & Coe Adds Two

Frederick P. Harvey, formerly with Fuller & Smith & Ross, has joined Donahue & Coe, New York, as vp in charge of the agency's industrial and corporate division. Donahue & Coe also has named William McQuillan, formerly with William Esty Co., copy chief.

Weldon Farm to Weightman

Weldon Farm Products, New York, maker of Alba instant nonfat dry milk, has appointed Weightman Inc., Philadelphia, to handle its advertising. Smith/Greenland Co., New York, is the previous agency.

Abuse of Free Speech to 'Hawk Wares' May Lead to U.S. Control of Ads, Doerfer Warns

CHICAGO, Nov. 20—The chairman of the Federal Communications Commission warned today that failure to distinguish between free speech and "indiscriminate hawking of wares over the highways and airways of the public" has brought the advertising and broadcasting industries to the brink of strict government controls.

■ Spelling out his recommendations for cooperative moves to deal with radio-tv programming abuses, Chairman John C. Doerfer told the annual meeting of the Television Advertising Bureau that sponsors, agencies and producers are going to have to cooperate with broadcasters and the commission "to the end that this modern miracle of television may not be encrusted with such enervating government controls as to stifle this country's dynamic and creative forces.

"Not only should the advertisers cooperate with the broadcasters to cull out all forms of exaggerated claims and half truths which assault common sense," he said, "but they should modify those attitudes which regard the public as so many impersonalized digits.

■ "I refer to frenzied advertising which will attempt most anything as long as it works—even for a short time. The public interest lies well within the legal limits of deception and the gray area of poor taste."

He predicted that when the commission's new study of its responsibilities in the programming and advertising field are over that "pious affirmations of responsibility" will not be enough to assure license renewals automatically.

■ One of the matters which will be explored, he noted, is the extent of FCC's power over those advertising practices which lie in the gray area between the illegal and unsuitable—"unsuitable, that is, for family or mixed social groups as well as other aspects which are contrary to the public interest."

In this respect, he expressed a belief that FCC could find no more appropriate criteria than the code of the National Assn. of Broadcasters. "The basic premise of the code, especially the one respecting the advertising practices, is realistic and should be recognized by all components of the broadcast industry," he declared.

Broadcasting, he said, must be distinguished from printed media. The very mechanics of the printed page induce an unobtrusive confidential relationship between author and reader. But tv is a family medium viewed and heard by mixed groups at the same time.

"I don't imply by this that one must always program to the level of acceptable children's standards," he said.

■ He expressed dismay that some tv stations preferred to give up their NAB code seals rather than abide by the code board's report on personal products.

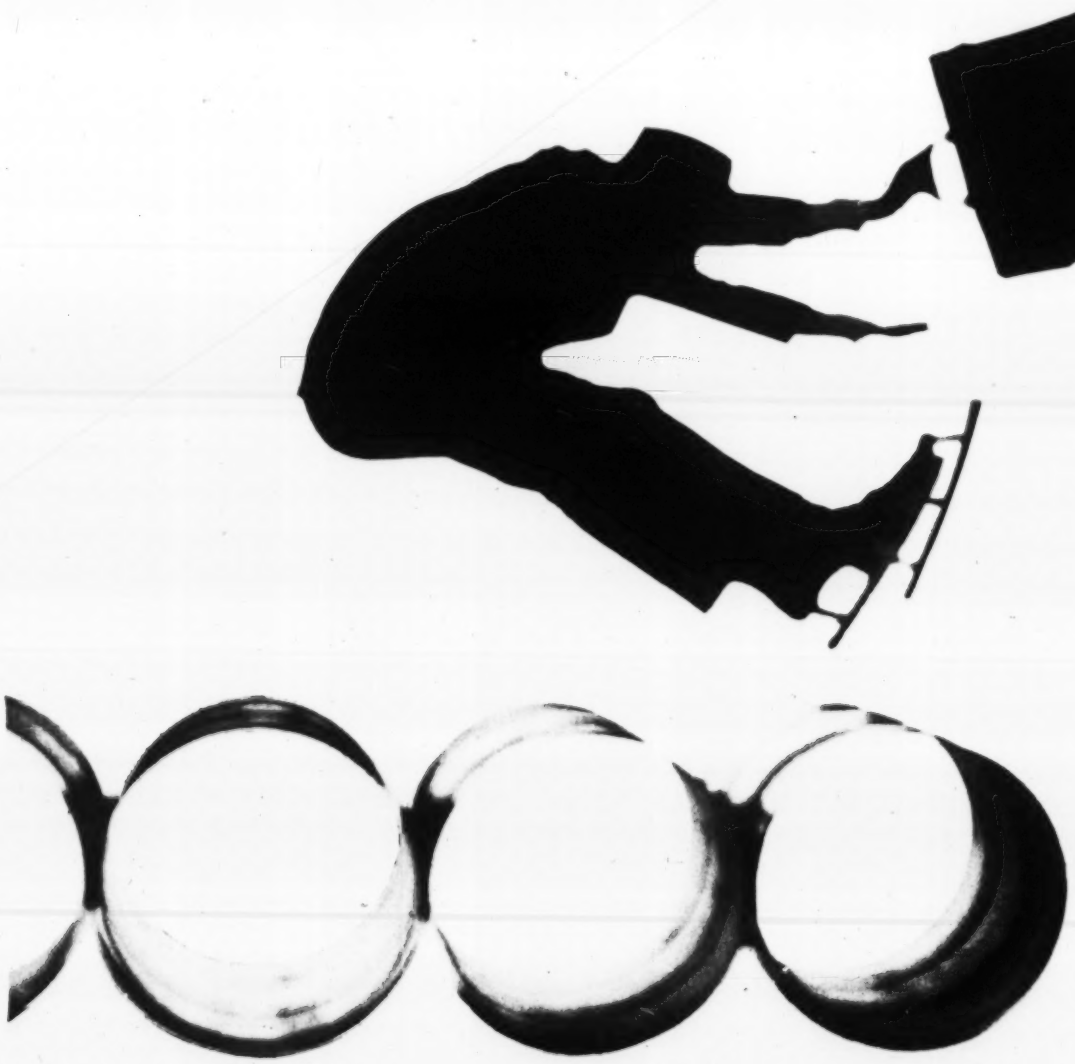
Terming the report "a most commendable job," he said if their sole reason for continuing to carry objectionable commercials was that they have not received many complaints, "in my opinion they were ill-advised.

■ "A cumulative record of callousness to such standards may jeopardize a license renewal—and must certainly be considered a demerit in any contest for new or additional grants," he continued.

In his remarks, Mr. Doerfer emphasized that the fact that broadcasters are licensed—or that publishers get second class permits from the Post Office—is not conditional on surrender of First Amendment freedom. But he added that courts have ruled advertising is not entitled to the same protection.

He said that in the future, a tendency to carry questionable advertising will be taking on greater importance, and FCC's interest will not stop with those commercials which have been branded misleading by the Federal Trade Commission.

■ "Advertising practices may also be reviewed by the FCC in its general duty of considering the over-all programming record of a licensee," Mr. Doerfer said, "and it is more vulnerable because it is not entitled to the previously mentioned constitutional protection." #



THERE'S A WAY TO GET IT ACROSS

Take the project you're working on today. How does your analysis of the situation suggest dramatizing the message, explaining the development, establishing that package design? If there is visualization involved—and there is bound to be—we can help.

Jam Handy motion pictures, animated commercials, and visual promotion aids are custom made to help you tell your story. Our business is producing your impact. If you haven't seen the type of work we do we'd appreciate the opportunity to show you.

The JAM HANDY Organization

NOTHING SELLS PRODUCTS AND IDEAS LIKE IDEAS

MOTION PICTURES • DRAMATIZATIONS • PRESENTATIONS • VISUALIZATIONS • SLIDEFILMS • TRAINING ASSISTANCE

CALL NEW YORK, JUdson 2-4080 HOLLYWOOD, Hollywood 3-2321 DETROIT, TRinity 5-2450 DAYTON, ENterprise 6289 PITTSBURGH, ZEnith 0143 CHICAGO, STate 2-6757

"The Prudent Man" is a lonely man

You don't often think of the Board Chairman or President of a large corporation as being a lonely man. But there are times when the very nature of his position . . . the fact that so many decisions rest with him alone . . . forces loneliness upon him.

Such decisions may involve heavy investment in personnel . . . in product development . . . in plant expansion. In every case, the specialists have their say. Then "The Prudent Man"—alone—must decide.

For example, the Prudent Man is attending a meeting about advertising—one of the largest and most crucial investments his company makes. An investment that requires all the prudence, discretion, and intelligence he can bring to bear.

Perhaps he is listening to pleas for a big television show. Personally, such an investment appeals to him for several reasons. He's thinking of the prestige it could give his company. And, because he is human, he's also thinking of the pride that he personally might have in a show that, in a sense, is "his."

The meeting over, he is left alone with his responsibilities. To sift and weigh what he has heard.

The Prudent Man is mindful of the great opportunities in television. But he is mindful, too, that television is "show business," and that public opinion will work to close a show on television just as surely as it does on Broadway. He remembers, in fact, that 37 new TV shows started the 1958-1959 season. Before the season was over, 20 of them had gone off the air.

Sitting alone with his thoughts, the Prudent Man must certainly ask himself: Should so much of his company's advertising investment be in television? Should more of it be in print?

At this point the Prudent Man invokes the cardinal principle of all investment—the principle of diversification. He may decide on the television show or not. But he will always insist upon balancing the more speculative risks in television with the stability of print.

The Prudent Man will know...

. . . that print is the most stable of all advertising investments.

. . . that leading magazines and newspapers are the "blue chips" of print.

. . . that with THIS WEEK Magazine as a basic investment, his company's advertising portfolio is soundly structured with the biggest "blue chip" of all.

"The Prudent Man" 1830-1959

129 years ago, in a famous court decision,* the principles of "The Prudent Man" were first defined—the obligations of the trustee of other people's money, ". . . he is to observe how men of prudence, discretion, and intelligence manage their own affairs not in regard to speculation, but considering the probable income as well as the probable safety of the capital to be invested."

*JOHN McCLEAN VS. FRANCES AMORY, *Trustee. Supreme Judicial Court of Massachusetts, 1830.*

Today, there is no better guide for The Prudent Man in reviewing his firm's portfolio of advertising investment.

This Week MAGAZINE

—the Biggest 'Blue Chip' of all—
circulation more than 13,000,000

The Keystone of Prudent Advertising Investment

'It Can't Miss' . . .

Carr Named President of Million Market Newspapers; Ruthrauff VP

Podvey Joins as Promotion Head; 5 Offices Planned

NEW YORK, Nov. 18—Million Market Newspapers, a joint selling unit formed in August by five major daily newspapers, got ready to roll today with announcements that William B. Carr, former ad boss of *McCall's*, will be president of MMN; that F. Bourne Ruthrauff, onetime executive of Erwin Wasey, Ruthrauff & Ryan, will be vp; and that David M. Podvey, assistant to the general manager of Hearst Newspapers, will be promotion director.

The new national space selling group—launched by the *Boston Globe, Milwaukee Journal, Philadelphia Bulletin, St. Louis Post-Dispatch* and *Washington Star*—will have headquarters at 529 Fifth Ave. here, and branches at 333 N. Michigan Ave., Chicago, and in Detroit, San Francisco and Los Angeles. The offices will be staffed by about 50 people on the first business day, next Jan. 1.

■ Mr. Carr's appointment as head of Million Market Newspapers came as a surprise, since he resigned as vp and ad boss of *McCall's* 12 months ago and had joined N. W. Ayer & Son in Chicago last January. Only a few weeks ago, Mr. Carr pulled a coup for Ayer in landing the $1,000,000 Crane Co. account. (Mr. Carr, who handled midwest business for Ayer, competed against J. Walter Thompson Co., Compton, EWRR and Waldie & Briggs to land Crane's plumbing, heating and valve business.)

W. B. Carr F. B. Ruthrauff

Crane was the first major account acquired by Ayer since the agency strengthened its Chicago office this year by tripling its creative staff (AA, April 13). Several weeks ago, Ayer named Thomas G. Watson, one of its top account supervisors, as head of the Chicago office, succeeding Allen R. Memhard Jr., who resigned after 25 years with the agency.

■ Mr. Carr, in an interview here, said he went to Ayer in Chicago ten months ago "thinking I'd live there the rest of my life." However, the lure of "this new, very exciting idea" represented by Million Market Newspapers was too much to resist.

"Basically," he said, "this concept of selling is only a refinement of what I'd been doing at *McCall's* and *Time*." He spent 17 years with *Time*, and served as western manager in Chicago between 1934 and 1943.

He quit *McCall's* last November, in the wake of the resignation of Otis Wiese, who had been editor and publisher.

■ The appointment of Mr. Ruthrauff as vp of Million Market Newspapers also came as a surprise to many people. Up until last week, when ADVERTISING AGE reported that Mr. Ruthrauff was joining Million Market Newspapers, the onetime R&R (and EWRR) exec had not been in the news since it was announced (AA, June 8) that he would be president of the newly formed Newspaper Color Advertising Inc. This is a sales organization formed to promote and sell newspaper r.o.p. color. The latter group had been discussed since the fall of 1958, and was finally incorporated by four newspaper representatives—Peter Benziger, president of Ridder-Johns; Frank McFadden, head of the George McDevitt Co.; J. Rufus Doig, boss of O'Mara & Ormsbee; and J. L. Ferguson, president of Sawyer-Ferguson-Walker.

■ Yesterday, Mr. Benziger told ADVERTISING AGE that Newspaper Color Advertising was shaping up well and that with a little more newspaper support it would get off the ground.

However, talk at the color conference in Chicago this week indicated that Newspaper Color backers had raised about $120,000 toward a goal of $150,000 when the Million Market Newspapers group was formed. When that happened, it was said, some newspapers and representatives who had pledged money decided to await developments.

■ Early in August, Sawyer-Ferguson-Walker announced that the George A. McDevitt Co. would be merged into it on Sept. 1, and simultaneously, Mr. Ferguson said he had resigned from Newspaper Color Advertising because "a couple of the newspapers we represent felt the project was at odds with what the Bureau of Advertising has been trying to do."

Meanwhile, according to Mr. Benziger, the color selling group is still seeking some top personnel, including a replacement for Mr. Ruthrauff as president. It was learned that two or three candidates were under consideration for the spot.

Mr. Ruthrauff, who will work mostly in marketing and planning for MMN, resigned from EWRR in December, 1957, at the same time as F. K. Beirn, senior vp of EWRR and previously president of Ruthrauff & Ryan. The son of the founder of R&R, Bourne Ruthrauff had spent 25 years in the shop.

■ Mr. Podvey rejoined Hearst in 1957, after serving as general manager of the *Philadelphia Daily News*, a post he filled from Sept. 15, 1955. Earlier, he had been business manager of the *Philadelphia Inquirer*.

In Mr. Carr's view, the MMN—which he said would likely operate on a $1,000,000 budget—"can't miss; I don't think we can fail, it's just a question of how much success we will have." He added that he expected other newspapers would band into selling groups like the MMN.

■ Mr. Carr said any trend to selling groups of newspapers would "never weaken the Bureau of Advertising; there should always be an organization like that at the top."

The five-paper group will offer no combination rates nor group discounts. It plans to sell "some or all of the five newspapers and make other appropriate recommendations for newspaper coverage as dictated by advertisers' needs." No single-billing setup has been arranged. #

TOP TEA—*"Boston is the No. 1 tea-drinking city in America. And Salada is the No. 1 tea in Boston," according to this newspaper ad running in 24 dailies, eight independent supplements and the First Three Markets Group. It is the first ad for Salada-Shirriff-Horsey by its new agency, Doyle Dane Bernbach Inc.*

FCC Will Probe Need for Control of Broadcasting

(*Continued from Page* 1)

cated today that the hearings which are to take place in December are just a first step.

During testimony before a Senate judiciary subcommittee which has been studying procedures at FCC and other agencies, he said the sessions which are to be held in December are preliminaries.

In all probability, he said, they will lead to the drafting of proposals for a formal rule-making procedure which would be necessary before any new procedures or regulations are adopted by the commission.

■ In itself, the procedure which FCC has adopted for the industry re-appraisal is novel. It has announced that anyone interested in making suggestions is welcome to register with the commission's secretary and indicate in general the nature and extent of the material they desire to present. A Nov. 25 deadline was set for registration.

In its notice, FCC avoided the term "investigation" or "hearing" to describe the procedure. It says, "The commission will meet at 10 a.m., hear individuals and organizations interested in offering comments and suggestions which will be helpful to the commission in its extended inquiry into network tv and radio programming and commercial practices, and its review of commission relationships and authority in these areas."

■ There were also hints that the Senate commerce committee will reopen its investigation of tv ratings services. In a speech before the Sales Executives Club here, Robert F. Hurleigh, president of Mutual, said he has been reliably informed the committee has amassed a great amount of information showing possible broadcast circulation misrepresentations and inconsistencies on national, regional and local levels.

Two years ago the committee heard heads of all rating services describe their operating methods. Subsequently it collected additional information about ratings and their use, but the committee failed to go through with hearings tentatively set for early 1959. No confirmation that the committee has important information which will lead to hearings in the near future was available at this time.

'New Yorker,' Not 'Catalog,' Cuts '60 Page Quota to 5,000

NEW YORK, Nov. 20—Prosperity is plaguing *The New Yorker*.

The weekly, which will carry some 5,350 pages this year (about 500 more than in 1958), "doesn't want the damn thing to get to be a catalog." So it has started giving advertisers some startling advice: "Write it better and use less space." Target for 1960 is to carry not more than 5,000 pages of advertising.

■ Old advertisers in the book will get first call next year. As for new advertisers, "each one will be examined as it comes up." *The New Yorker*, however, plans to go on "chasing longtime blue-chip target accounts.

"We've just landed a 13-page schedule for next year from an important bank," said a spokesman. "If you work on an account for four or five years, and you get him, you can't very well tell him to go away."

■ Two agencies using 15 pages each this year have been urged to cut back to 13 pages next year, "and devote the saved dollars to better artwork and copy." One salesman for the book spent an hour and a half last week building a media list for a liquor advertiser "whose copy we can't take next year."

Basic reason behind the magazine's efforts to chop down its linage is its inability to obtain more editorial material "of the quality we're used to." #

Stock Offer Sped Demise of Edsel

(*Continued from Page* 1)

been transferred to Comet, the company said.

Ford said all the 1,468 dealers who handled Edsel (only a few exclusively) have been offered other Ford lines, and all but two have accepted.

Ford is also offering rebates of varying sums to both dealers and customers who purchased new Edsels or have them on hand.

■ Although the Edsel had a short life span—it was introduced in September, 1957—it was actually conceived about 10 years ago, when Ford Motor Co. decided it needed another middle-price car to compete more successfully with General Motors and Chrysler Corp.

Its marketing operations began to take shape in February, 1956, when Foote, Cone & Belding was named as agency.

And when Edsel hit the market in 1957, Ford said it had been backed by $250,000,000 of research and planning.

But it ran head on into a shrinking medium-price car market, followed by a recession and a consumer swing to smaller cars. Edsel sold 50,393 units (0.8% of the market) during the final months of 1957; 28,953 cars (0.7% of the market) in 1958. About 30,000 cars have been built this year, including approximately 2,800 of the 1960 models.

■ In December, 1958, Edsel was "repositioned" into the low-price field and the advertising account was moved to Kenyon & Eckhardt (AA, Dec. 8, '58). Foote, Cone & Belding was given the Lincoln and Continental accounts in return, but recently lost that Ford business to K&E also (AA, Oct. 26).

By July of this year, all the top marketing men who had worked to bring the Edsel to the market had left their posts. #

Make Self-Rule Work, McGannon Tells All Affiliates

(*Continued from Page* 2)

committee, which will continue with an investigation of other industry practices; the Federal Trade Commission and Federal Communications Commission have announced studies; the district attorney of New York City, Frank Hogan, has said perjury indictments may follow quiz revelations; several congressmen have announced intentions to introduce legislation to increase control over tv; the President has twice called for action by the Department of Justice.

2. He read a letter from Sen. Warren G. Magnuson (D., Wash.), chairman of the Senate interstate and foreign commerce committee (*see story on Page* 2).

3. He asserted that the time for recriminations is past, that stations couldn't pass responsibility to networks since "a considerable amount of the corrective action must be undertaken and accomplished at the local station level."

4. He urged the importance of self-regulation, and said the television code has failed to find support, with 271 television stations and three networks subscribing, a little more than half the total U.S. tv stations. "Fortunately, the facilities of these 271 stations reach about 75% of the American viewing population." He called for "unity and determination to live up to our own self-promulgated standards."

5. He said congressmen and heads of regulatory bodies have repeatedly indicated their preference for self-regulation.

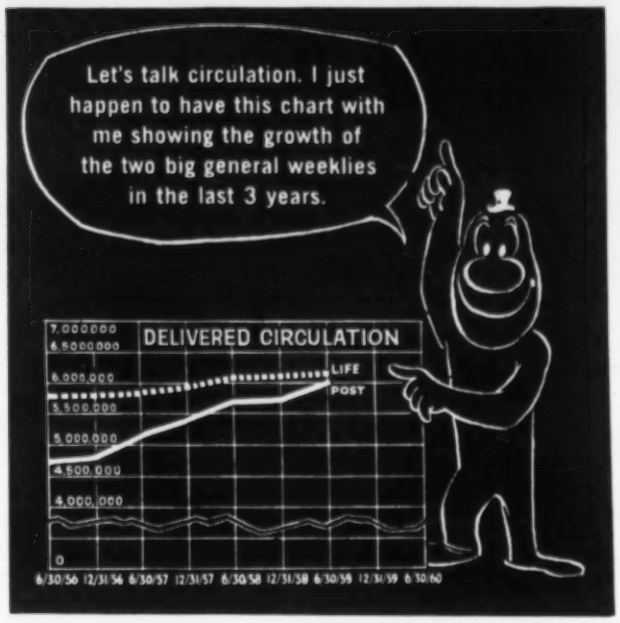
6. He reiterated that tv must police itself—"Either we do it or it's going to be done for us." He said new legislation would affect all stations, and to defend itself against such imposition, "we must have self-made rules that will apply to all of us, or certainly to virtually all of us."

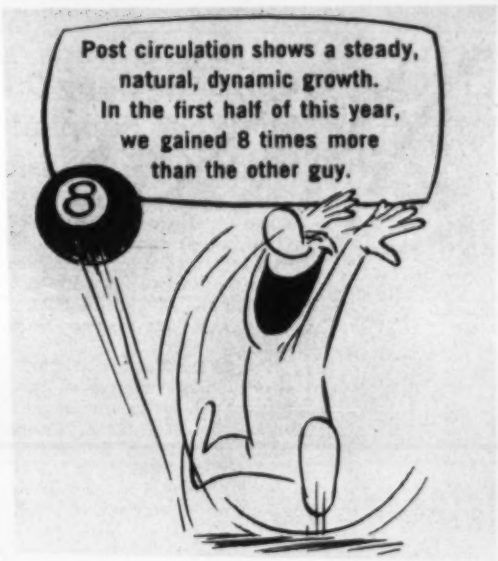
7. He said the members of the board intended no reflection upon stations which are now non-subscribers—"Some of them have economic problems; a few of them have differed philosophically with the code board, as in the case of the interpretation on certain advertising recently, and still others really have never been given enough persuasive reasons that belonging is important. We now have the persuasive reasons."

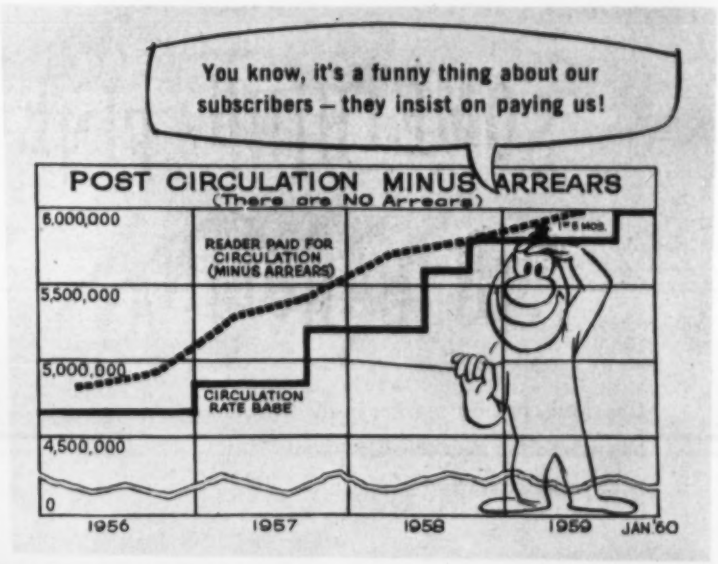
8. He asked for wires announcing support and compliance with the code, to help in "forestalling an authoritarian onslaught that could be nothing short of tragic" to the industry and public. He called on the business to clean its own houses, where needed, and demonstrate the integrity "demanded of us."

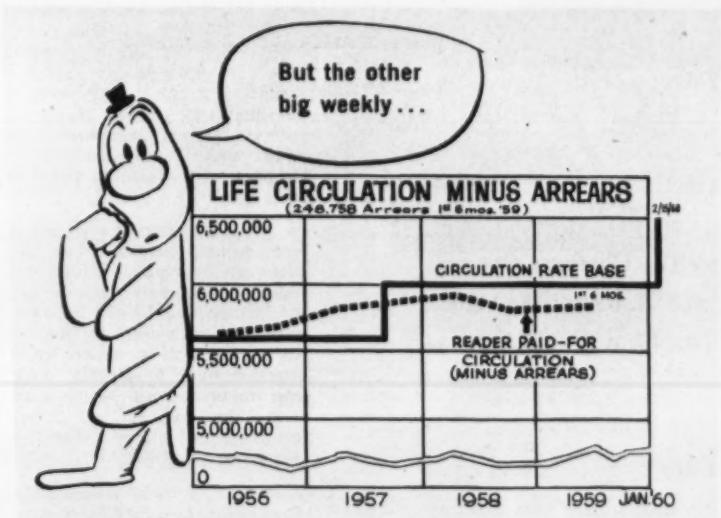
■ Then Mr. McGannon turned to advertising, calling it a qualitative, quantitative and subjective problem. "It's a comparative problem as well. What may be acceptable in the print media, in the personal product categories, for example, can be wholly repugnant on television."

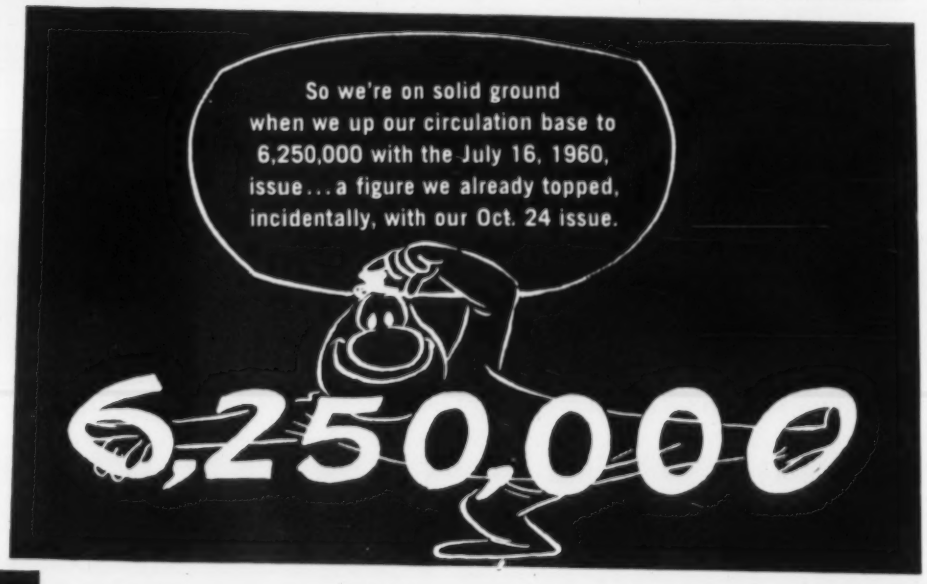
He said broadcasters must nurture the strength that makes tv different, although it means "hard decisions, impelling us in some instances to say 'no,' in full knowledge that we are foregoing significant advertising appropriations." But this would be better than trying to justify policies under legislation or regulation invading the "very essence of our operations and our right of self-determination." #

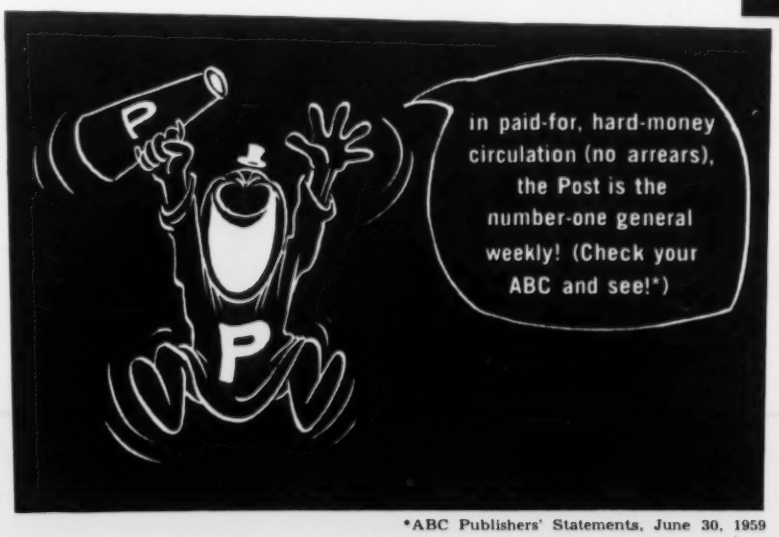



Post circulation shows a steady, natural, dynamic growth. In the first half of this year, we gained 8 times more than the other guy.
8






So we're on solid ground when we up our circulation base to 6,250,000 with the July 16, 1960, issue... a figure we already topped, incidentally, with our Oct. 24 issue.
6,250,000



*ABC Publishers' Statements, June 30, 1959

Thank you. Now how do I get out of this place?
A CURTIS MAGAZINE
The Saturday Evening
POST
Sell the Post-Influentials ...with HI-FREQUENCY Ad Page Exposure!

BUY A KING-SIZE MARKET

EL PASO— CAPITAL CITY OF The Fabulous Southwest

POTASH

90% of U. S. production is mined in the Fabulous Southwest. Annual payroll $25 million for 5,000 employees.

The El Paso Times
Morning and Sunday
El Paso Herald-Post
Evening

TWO Separate Newspapers...ONE LOW RATE---BUYS BOTH!

Beckman Appoints Two

Beckman Instruments, Fullerton, Cal., has appointed George M. Wolfe to its corporate advertising department, and has named Edward L. Hilts sales promotion writer for its scientific and process instruments division. Mr. Wolfe has served as a tv feature editor with National Broadcasting Co. and Columbia Broadcasting System. Mr. Hilts formerly was manager of publicity and editorial for the Outboard Industry Assn., Chicago.

Jordan, Sieber Adds Account

Eaton Laboratories, Norwich, N. Y., manufacturer of ethical pharmaceuticals, has assigned the production of its three house organs to Jordan, Sieber & Corbett, medical agency with offices in New York and Chicago. The three publications, all monthlies, are "Medical Director's Notebook," "Trichomonas Bulletin" and "International Urologic News Bulletin."

BRIGHTER PICTURE—*This b&w page in the Nov. 16 Life kicked off Jerrold Electronics Corp.'s drive for its new indoor tv antenna, the TV-Receptor. Pages in Good Housekeeping and The Saturday Evening Post will follow. Lavenson Bureau of Advertising, Philadelphia, is the agency.*

Corporate Copy O.K. but Won't Supplant Product Ad: Bernstein

NEW YORK, Nov. 17—Corporate image advertising makes sense, but it will never replace product advertising, according to Sidney R. Bernstein, editorial director of ADVERTISING AGE, *Industrial Marketing* and *Advertising Requirements*.

He told the Eastern tf Club yesterday, "The strongest possible corporate image is the image of a product, not a company." Corporate image advertising, he added, "is not enough to make the sale when a competitor has created an image of a superior competitive product."

Mr. Bernstein also cautioned against readership scores as the total measure of advertising effectiveness. "Readership scores are fine," he said, "if we use them intelligently and sensibly, and if we don't let other people misuse them to prove a point they were never designed to prove. Readership scores do not necessarily equate with advertising effectiveness or impact, and we should never forget this point."

■ He urged business paper salesmen to help cut down the barriers between their publications and advertising agencies. "Maybe if each of us resolved to get in one constructive call a week on some agency man—a call in which we really worked hard to clearly delineate the importance of business papers and their role in the American economy—we might make a slight dent," he said. #

Newman, Lynde Names Scheu President, Lynde Chairman

William E. Scheu has been elected president of Newman, Lynde & Associates, Jacksonville, Fla., and Hunter Lynde has been named chairman of the board.

William E. Scheu

Mr. Scheu formerly was president of Distributors Inc., Columbia Records distributor for Florida, and a client of the agency. Mr. Lynde has been president of the agency many years. Other officers of Newman, Lynde continue in their present positions.

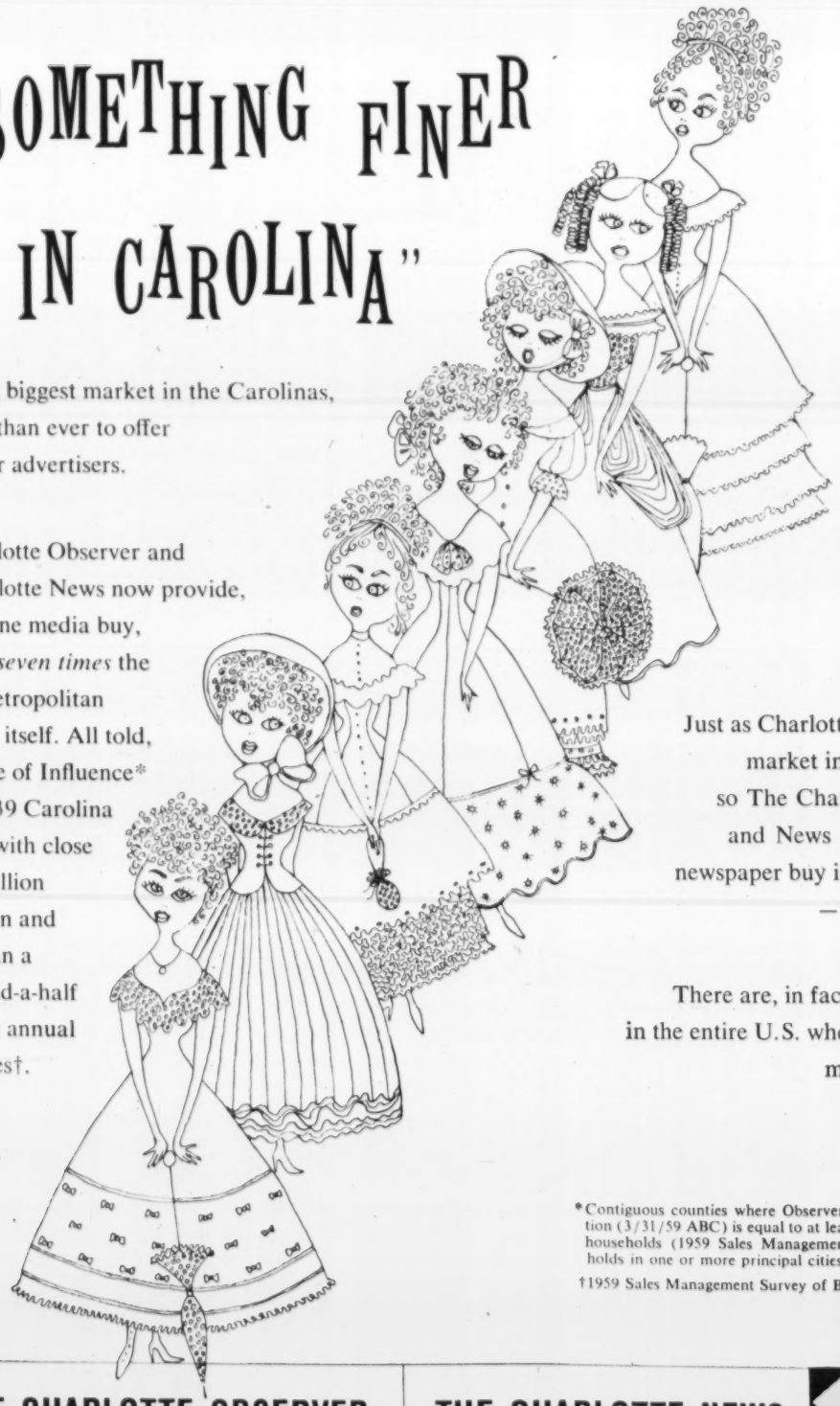
Irving-Cloud Moves Offices

The Cleveland branch office of Irving-Cloud Publishing Co., Chicago, has moved into new offices in the East Ohio Bldg.

"SOMETHING FINER IN CAROLINA"

Charlotte, biggest market in the Carolinas, has more than ever to offer newspaper advertisers.

The Charlotte Observer and The Charlotte News now provide, through one media buy, a market *seven times* the size of Metropolitan Charlotte itself. All told, their Zone of Influence* includes 39 Carolina counties with close to two million population and better than a billion-and-a-half dollars in annual retail sales†.



Just as Charlotte is the biggest market in the Carolinas, so The Charlotte Observer and News are the biggest newspaper buy in the Carolinas —and then some!

There are, in fact, only 43 cities in the entire U.S. where you can buy more circulation.

*Contiguous counties where Observer—News daily circulation (3/31/59 ABC) is equal to at least 20% of total county households (1959 Sales Management) or 20% of households in one or more principal cities in the county.

†1959 Sales Management Survey of Buying Power.

THE CHARLOTTE OBSERVER | THE CHARLOTTE NEWS

Charlotte, N. C. · Daily Circulation over 222,000

Represented by The Katz Agency, Inc. Newspaper Division

1 will get you 7

THE MARKET WITH THE MIDAS TOUCH

America's 9 million teen-age girls—like Midas—are always making wishes, always reaching for something. And whatever they reach for turns to gold—for those who deliver the goods. Why are teen-age girls such "gold-getters"? Because they spend $4½ billion a year to satisfy their longings for new belongings. (And that's not counting the family purchases they influence or the costly gifts and checks they receive!) A golden opportunity to win a share of this big-spending, fast-growing market is yours in SEVENTEEN Magazine. Every second teen-age girl in the U.S. reads an average issue. And when she reads it she's in another world—a world that's all *hers*. Reach her there and she's all *yours*. For SEVENTEEN is the magazine she believes in, lives by and buys from. Devoted exclusively to teen interests, teen needs—*and* teen desires, it creates a "Midas mood" that produces amazing buying action. (More than 60% of the girls who read an average issue of SEVENTEEN have actually bought merchandise from its pages!) No wonder advertisers place more linage in SEVENTEEN than in any other monthly magazine for women!

NEW ADVERTISING GAINS (INCREASES OVER 1958)

August issue	Up 18 Pages!
September issue	Up 11 Pages!
October issue	Up 33 Pages!

The MIDAS MOOD Produces Buying Action!

it's easier to **START** *a habit than to* **STOP** *one!*

SEVENTEEN MAGAZINE, 488 Madison Avenue, New York 22 • PLaza 9-8100

DOUBLE EXPOSURE FOR YOUR ADVERTISING: SEVENTEEN-at-School—only magazine of its kind—offers your educational materials to high school home economics teachers. SEVENTEEN Magazine carries your advertising into their classrooms. Ask us about it!

The Editorial Viewpoint . . .

One More Word on Television

Comments printed this week *(see Page 3)* and last indicate that the majority of advertisers and agencies do not agree with ADVERTISING AGE's position that it would be to the ultimate benefit of advertisers to have programming and advertising in television and radio completely divorced.

This does not surprise us. Over the several years in which we have advocated acceptance of the so-called magazine concept for broadcasting, we have recognized that it represented change, and that those advertisers which have built up valuable program properties would not be foolish enough to want to surrender them.

We are nevertheless a little surprised at some of the comments—not because they disagree with our position, but because they state a position with regard to advertising and broadcasting which we cannot accept, even though we are wholly devoted to advertising. We cannot accept the position that broadcasting is a function or a lackey of advertising, or that it exists primarily to serve advertisers; and it shocks us that any advertiser should harbor such a delusion.

The airwaves and broadcasting belong to the people. Advertisers do not own them and should not control them. In a very real sense, advertisers use them by sufferance, and it would be wise to recognize this reality before someone stuffs it unpleasantly down our throats.

In connection with our original advocacy of the divorce of advertising and programming, one or two misconceptions seem to have arisen which also call for clarification. For example, we have been accused of blaming too many of the ills of broadcasting on advertisers. This is not our position. We do not believe that, by and large, advertisers or sponsors are responsible for the faults of television. We believe only that advertisers get more than their rightful share of blame for television's ills, and we say that a clear cut divorce would enable advertisers and agencies to get out from under these unfair accusations.

Also, it has been argued that advertiser divorcement from programming might very easily result in worse, rather than better programs coming into the American home. We do not debate this; the point again is that responsibility can be clearly pinpointed, and there will be no excuse for blaming advertisers for the quality of programming.

As for the assertion that advertisers must have control in order to make certain that their sales messages are connected with "proper programs," this seems to us something that is already more honored in the breach than in the observance. The sponsorship of most—not all—programs seems to depend far more upon the rating report than upon the content or type of program. And under the magazine concept, we assume it would be a relatively simple matter to have children's products advertised in proximity to children's programs, etc. And again—there is a very considerable volume of spot advertising already; this is essentially "magazine format" advertising, placed with little or no connection with programming.

Bitter Cranberry Sauce

After trying assiduously for more than a week to find out whether cranberries sprayed with whatchamaycallit are in fact dangerous to human beings if eaten in normal quantities, we have decided to give up. No one seems to know, although the general reaction seems to be that the case against the weed spray is a long way from proven.

What has been proven beyond all doubt is that a government agency can really mess up a marketing situation, and that great restraint must be exercised in the use of public power—the kind that rests in directives and edicts, that is, rather than the kind transmitted through lines.

A cranberry crop worth something like $100,000,000, and a $3,000,000 advertising campaign have been completely ruined by the Secretary of Health's action. Furthermore, it is likely that his action will hurt cranberry sales for many years to come, regardless of the ultimate scientific outcome.

No one wants dangerous foods on the market for human consumption, of course. But in this instance it looks a little bit as though the government action was ill advised and not carefully thought out.

Advertising Age

Trade Mark Registered • THE NATIONAL NEWSPAPER OF MARKETING

Issued every Monday by Advertising Publications, Inc. **G. D. CRAIN JR.**, president and publisher. **S. R. BERNSTEIN, J. C. GAFFORD, G. D. LEWIS**, vice-presidents. **C. B. GROOMES**, treasurer.

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EDITORIAL

S. R. Bernstein, editorial director. **John Crichton**, editor. **Jarlath J. Graham**, managing editor. **Don Morris**, assistant managing editor.

Senior editors: Washington—**Stanley E. Cohen**. New York—**James V. O'Gara** (in charge), **Maurine Christopher** (broadcast), **Milton Moskowitz** (international). Chicago—**Emily C. Hall** (features), **Merle Kingman**.

Associates: New York—**Charles Downes, Lawrence Bernard, Phyllis Johnson, Denis Higgins**. Chicago—**Albert Stephanides, Shirley Ullman, Emmett Curme, John S. Lynch, Lawrence E. Doherty, Cynthia Eaton**.

F. J. Fanning, editorial production. **Elizabeth C. Graham**, librarian. Correspondents in all principal cities.

ADVERTISING

Jack C. Gafford, advertising director. **Gorden D. Lewis**, manager sales and service; **Malcolm P. Austin**, assistant manager; **R. W. Kraft**, production manager. New York: **Harry Hoole**, eastern advertising manager; **John P. Candia, David J. Cleary Jr., Louis De Marco, Daniel J. Long, William A. Maher, Alfred Malecki, B. Richard Weston**. Chicago: **E. S. Mansfield, Arthur E. Mertz, Rod H. Minchin, David J. Bailey, Jack Barnett**. Los Angeles: (Simpson-Reilly Ltd.) **Walter S. Reilly, James March, William L. McRae**. San Francisco: (Simpson-Reilly Ltd.) **Wayne Stoops**. Portland: (Frank J. McHugh Co.) **Frank J. McHugh Jr.** Seattle: (Frank J. McHugh Co.) **Thomas A. Knowles**.

25 cents a copy, $3 a year, $5 two years, $6 three years in U. S., Canada and Pan America. Elsewhere $4 a year extra. Four weeks' notice required for change of address. **Myron A. Hartenfeld**, circulation director.

Gladys the beautiful receptionist

—Jim Osgood, Chicago office, Farm Journal.

"Have you seen the new General Foods house organ? It's called 'The Saturday Evening Postum'."

Co-op in the Grocery Field

We doubt that calling co-op advertising allowances "cooperative merchandising agreements" will end all the problems of co-op advertising in the grocery field, but we are glad to see the Grocery Manufacturers of America adopting trade practice recommendations in this area which agree with similar trade practice codes adopted by retailers.

Joint agreement on a code of ethics and practices in connection with cooperative advertising funds is in the right direction, and we hope everyone tries seriously to live up to them. Maybe then Paul Willis' hope that "it should go a long way to restoring advertising and promotion payments to the originally intended purpose" can actually be realized.

\# \# \#

What They're Saying . . .

Tomorrow's Homemaking Buyer

In an effort to combat their terrifying, steady loss of listeners, network stations have adopted a number of highly dubious sales techniques. Most of these consist of derision and abuse of independent competitors. First, it was an attack on independents as being stations for teen agers. That lamentable attack failed when time buyers discovered that the real fact stood out like a martini at a temperance meeting: to wit, that in *any* independent station the audience from 10 to 19 years of age is just about the same as that age group's percentage of the total population. For all radio stations, the audience is heavily adult. And time buyers found also that even if it weren't so, today's teen ager is tomorrow's sound, homemaking buyer.

—John F. Box Jr., executive vp and managing director, The Balaban Stations, speaking before the 1959 convention, Texas Assn. of Broadcasters, in Fort Worth.

Rough Proofs

After Secretary Flemming threw that bombshell into the cranberry holiday festival, friends of Santa Claus expressed the hope that he won't accuse Donner and Blitzen of having hoof and mouth disease.

•

The test of a Presidential candidate's ability to win the farm vote seems now to be his willingness to continue the tradition of eating his turkey with the proper amount of cranberry sauce or jelly on his plate.

•

The editors of *This Week Magazine*, not anticipating the Washington crisis, presented readers of their Nov. 15 issue with a colorful spread showing a lot of new and delectable ways in which to serve cranberries.

•

"Advertising allowances," objected to by practically everybody except their recipients, will now be called by another name under the Grocery Manufacturers of America's new code on "cooperative merchandising agreements."

•

"$3,000,000 Mars account shifts to Needham, Louis," headlines the world's greatest advertising journal.

And to the man who landed the account, another box of Milky Way candy bars from Dr. I. Q.

•

There never was a breath of scandal connected with Dr. I. Q., whose quiz show in the halcyon days of radio broadcasting put silver dollars back in circulation.

•

Len Truesdell, Zenith's marketing man of the year, knows how to give his advertising people something new and exciting to talk about. He spends a third of his time working on new features and improvements with his product development department.

•

Like the fellow who put up a sign which said, "Fresh Fish for Sale Here," the makers of Carter's Little Liver Pills may find that the product sells just as well with a few unimportant words edited out.

•

Chevrolet will have another good advertising manager when Bill Power retires Jan. 1, but it will never again have the same kind of rip-snorting spellbinder who can rouse a dealer meeting to such a state of hollering enthusiasm.

•

NBC is developing a new idea in its Medical Radio System, which will beam news and ads right into doctors' offices. All the m.d.'s will need is just a few more hours in every day.

•

"Sport brings out the best in people," *Sports Illustrated* insists, even after it had to chastise Mike McKeever with an article which urged the Southern Cal football star to "lay those elbows down."

•

Jerry Giesler's *Post* story of Hollywood's court battles should provide movie makers with all the sin and sex they need for another box office smash.

COPY CUB.

In the Washington, D. C. metropolitan area

Sixty-seven per cent

of all families in the $6,000 and over

income group read

The Washington Post.

More upper income families read

The Washington Post

than read both other

newspapers combined.

Publication Research Service
of Chicago, March, 1959

For More Than 20 Years Washington's R.O.P. Color Newspaper

Represented By: Sawyer, Ferguson, Walker Co.—New York, Chicago, Detroit, Atlanta, Philadelphia, San Francisco, Los Angeles; Joshua B. Powers, Ltd.—London, England; Senor G. Enriquez Simoni—Mexico City, Mexico; Allin Associates—Toronto and Montreal, Canada; The Hal Winter Co., Florida Hotel and Resort adv. rep.—Miami Beach, Florida; Tom McGill, New England Hotel and Resort adv. rep.—West Roxbury, Massachusetts; Lou Robbins, New York and New Jersey Hotel and Resort adv. rep.—1265 Broadway, N.Y., N.Y.; Puck, The Comic Weekly.

Just the facts, man

The 60 highest-rated shows in the nation's 37th market are all on WJIM-TV!

COVERING THE NATION'S 37TH MARKET

*LANSING NIELSEN, JULY, 1959

WJIM-TV

Strategically located to exclusively serve LANSING....FLINT....JACKSON

Basic CBS NBC....ABC

Keyco Products Forms Unit; Names Andrews Exec VP

John A. Andrews Jr. has joined Keyco Products, Wrightsville, Pa., as exec vp. Mr. Andrews was formerly manager of national accounts for Landers, Frary & Clark.

At the same time, Keyco Products has formed a new company, Keyco Associates, with headquarters in Farmington, Conn., to handle the exclusive sales of Keystone brand products for both domestic and export sale.

Norman, Craig Names Three

Norman, Craig & Kummel, New York, has appointed James Rankin creative supervisor of tv, Irving W. Holcomb an account executive and Alvin R. Porte a merchandising executive in the marketing services department. Mr. Rankin formerly was associate creative director of J. M. Mathes Inc. Mr. Holcomb previously was with Vick Chemical Co. Mr. Porte formerly was with Grey Advertising Agency.

Mass Distribution Is Understressed Abroad, Says Hoving

CAMBRIDGE, MASS., Nov. 17—The principles of mass production are now well accepted outside the U. S. However, there is no comparable recognition of the importance of mass distribution.

Walter Hoving warned last week that the world is headed for "a highly crucial mass production jam" unless more attention is paid to mass distribution. Mr. Hoving is president of the Hoving Corp. and Bonwit Teller as well as board chairman of Tiffany & Co.

Speaking at the Tobe lecture series on retail distribution at the Harvard graduate school of business, Mr. Hoving said the following distribution principles need better understanding overseas:

- **Self-consumption:** "The American discovery that the man who makes the product must be one of its major consumers is an idea contrary to all past history and not practiced in most of the world today. In most places factory hands just don't make enough to consume the products they make."
- **Compulsory competition:** "We are the only country that insists on competition by law. It's one of the strengths of the American economy."
- **A free and competitive press:** "In many countries they fix advertising rates so high that few stores can afford to advertise frequently. Frequently overseas newspapers lobby vigorously against commercial television or radio that will carry advertising, because they feel that's competition. Without a free and competitive press you cannot get mass distribution."
- **Consumer conditioning:** "You condition a consumer first of all by advertising. Many foreign business men don't believe in it wholeheartedly."
- **Post-consumption saving:** "Now, that means saving your money after you've spent it—instalment buying. People are so made that they find it very difficult to save money beforehand."

"There has always been a great hue and cry against instalment credit. Some say it's terrible. In my view, there's nothing wrong with instalment credit. The consumer has been remarkably farseeing as to how much he can spend. In the depths of the depression in the '30s, repossession of goods never exceeded 2%." #

Crown Cork Names Hanlon Ad, Sales Promotion Head

Joseph T. Hanlon

Joseph T. Hanlon has been appointed manager of advertising and sales promotion of Crown Cork & Seal Co., Philadelphia. Mr. Hanlon, who has been engaged in Crown's advertising and sales promotion for 20 years, joined the company in Baltimore in 1938.

He was division advertising manager in Baltimore before being named sales promotion manager for the entire company in June, 1958. At that time he was transferred to the company's new general offices in Philadelphia.

Robinson Joins Meredith

Bud Robinson, formerly in the media department of Procter & Gamble Co., Cincinnati, has joined the San Francisco sales staff of Meredith Publishing Co., Des Moines.

Penn Square, new multi-million dollar suburban shopping center, takes shape in Oklahoma City. Here 60 stores will be located including Montgomery Ward's largest store in the nation.

Record Oklahoma City Expansion Is Setting the Stage for the 60's

Capital improvements of $107,116,581 during the *first six months* of 1959 exceed any similar period in Oklahoma City history as the fast growing city sets the stage for the 1960's.

This report comes on top of a record year in 1958, when in a full 12 months $195,015,976 was committed for construction and expansion in the State's leading city.

The report covers outlays for new manufacturers, expansion of established industries, retail and wholesale distributors, educational facilities, churches, recreation facilities, petroleum industry, aviation and service industries.

Each year for nine years this report has shown an increase—evidence of Oklahoma City's steady growth trend that has earned it the reputation of being one of the five fastest growing cities in the entire nation.

Sales have kept pace with Oklahoma City's growth, trending continually upward, even through recent years when other parts of the nation were lagging.

Are your sales sharing in this climb? Get growth in your sales with a solid selling campaign in newspapers set for the sixties — The Daily Oklahoman and Oklahoma City Times.

Growing Circulation

March 31, 1959 Publishers Statement shows

total daily combined circulation 270,063 Up 12,660

Total Sunday circulation 242,783 Up 5,572

THE DAILY OKLAHOMAN

OKLAHOMA CITY TIMES

Published by The Oklahoma Publishing Company Represented by The Katz Agency

FINISHED FIRST ...BUT OUT OF THE MONEY!

In the race for audience ratings, your broadcast programs may be 'way out in front. But if they fail to carry effective selling commercials, you're out of the money. . . . Moral: Look to the agency that looks upon broadcasting as a selling business, not just show business. Ayer clients have found that this way of looking at broadcasting pays off where it counts—in sales and profits. **N. W. AYER & SON, INC.**

The commercial is the payoff

Elks Magazine readers again lead more Starch Report classifications than the readers of any other men's magazine surveyed.

Elks lead in income and occupational status . . . travel and apparel . . . auto and home ownership. This leadership means a top opportunity to sell products for business, home and personal use.

To reach Elks, advertise in their own magazine—it's the best way to sell the #1* men's market.

*1959 Starch Report . . . ask your local ELKS Representative to show you a copy.

THE Elks MAGAZINE

New York, 386 Fourth Ave.
Chicago, 360 N. Michigan Ave.
Los Angeles, 1709 W. 8th St.

YOU MAY NEVER SKI JUMP 316 FEET*—

BUT . . . You'll Go Farther With WKZO Radio In Kalamazoo-Battle Creek And Greater Western Michigan!

WKZO Radio is the first choice of leading advertisers for *effective* coverage of the Kalamazoo-Battle Creek market.

Pulse (see left) points to WKZO Radio as the area's *leadership* station, with a total audience 32% larger than that of any other. First-class Fetzer and CBS programming has paid off—morning, afternoon and evening—in the highest ratings for 345 of 360 quarter-hours surveyed (Monday-Friday, 6 a.m.-midnight).

Ask Avery-Knodel to strap WKZO Radio to your schedule for a record jump into Kalamazoo-Battle Creek and Greater Western Michigan.

7-COUNTY PULSE REPORT
KALAMAZOO-BATTLE CREEK AREA—MARCH-APRIL 1959
SHARE OF AUDIENCE — MONDAY-FRIDAY

	WKZO	Station "B"	Station "C"
6 A.M. - 12 NOON	30	21	11
12 NOON - 6 P.M.	27	22	10
6 P.M. - 12 MIDNIGHT	29	22	10

*Ansten Samuelstuen holds American ski jump record of 316 feet set in 1951 at Steamboat Springs, Colorado.

The Fetzer Stations
WKZO-TV — GRAND RAPIDS-KALAMAZOO
WKZO RADIO — KALAMAZOO-BATTLE CREEK
WJEF RADIO — GRAND RAPIDS
WJEF-FM — GRAND RAPIDS-KALAMAZOO
WWTV — CADILLAC, MICHIGAN
KOLN-TV — LINCOLN, NEBRASKA
Associated with
WMBD RADIO — PEORIA, ILLINOIS
WMBD-TV — PEORIA, ILLINOIS

WKZO
CBS RADIO FOR KALAMAZOO-BATTLE CREEK AND GREATER WESTERN MICHIGAN
Avery-Knodel, Inc., Exclusive National Representatives

Getting Personal

John Owen, promotion chief of Avery-Knodel, New York, and his wife, Penny, were featured in the Douglaston Community Theater's production of "Bell, Book & Candle" in Little Neck last week . . .

Richard M. Ketchum, associate editor of "American Heritage" and head of its book division, has a new book of his own coming out: a biography of the Revolutionary War general, Henry Knox, to be published by Henry Holt. Son of **George Ketchum,** president of Ketchum, MacLeod & Grove, Pittsburgh, Dick had his own ad agency in Manchester, Va., for five years, and also ran a small mail order business for Vermont products before turning to publishing . . .

Louise Rosenthal, wife of Donahue & Coe's marketing vp, **Jack Rosenthal,** is having her first New York art show at the Bodley Gallery from Nov. 16 to 28. An abstract expressionist, Mrs. Rosenthal was also among the artists exhibiting at the Newport Art Assn. show this year . . .

Richard Simon, tv account man ("Zane Grey Theater") at Ogilvy, Benson & Mather, has an illustrious past: in the original Broadway production of "Life with Father" he played the Days' second son, John; later took over the role of Clarence Jr. He was the only natural redhead of the original four; says he could "step on stage right now as Father" . . .

RIO-BOUND—*William H. Freitsch Jr. (right), media director of the Ralph H. Jones Agency, Cincinnati, looks appropriately jubilant as he is awarded a trip to Rio de Janeiro by Patrick E. O'Rourke (left), ad director of Family Weekly, and Roy Husbands, Cleveland manager of the magazine. Mr. Freitsch was top prize-winner in Family Weekly's recent contest for ad execs.*

It's a son, Bob Jr., for **Bob Pigott,** sales manager of the Wightman Corp., New York, commercial film producer . . . Another boy, Marc, was born Oct. 30 to **Murray Firestone,** exec vp and head of the Philadelphia office of W. B. Doner & Co., and his wife, Carol. It's their first child . . . The new addition in the family of **David Nazionale,** art director and vp at Weightman Inc., Philadelphia, is a daughter, Nina . . .

Jim Fitzgerald, director of pr, and employe and trade relations for Pharmaceuticals Inc., New York, is back at work after a spinal operation . . . The lyrics and music for the current pop tune, "Just Ask Your Heart," were written by **Diane De Nota,** a receptionist for Weightman Inc., Philadelphia . . .

Charlie Green, major domo of the Advertising Club of New York, will be presented with a new Chevrolet by club members to mark his 20th anniversary with the club . . . **Wilfred A. Pascoe,** vp of the McCarty Co., is in Osaka, Japan, representing the Seattle mayor's committee on industrial development at the fifth biennial Pacific-Orient conference of mayors and chamber of commerce officials . . .

John H. Gannett, vp of the Guy Gannett Publishing Co. and director of the Gannett Broadcasting Services, Portland, Me., has been elected president of the Yankee Post, American Ordnance Assn., promoting "armament preparedness and industrial readiness as the strongest guarantee of peace." . .

Lloyd E. Yoder, NBC vp and general manager of WNBQ and WMAQ, is serving as vice-chairman of the National Retarded Children's Week committee in Chicago, Nov. 15-26. He's aided by **Kenneth Murison,** vp of Edward H. Weiss & Co., who has his hands full serving as west suburban chairman for a door-to-door fund drive in nine communities . . . **Samuel Scheff** of the Publishers Distributing Corp., New York, has accepted chairmanship of the magazine publishers & distributors division of the Federation of Jewish Philanthropies . . . **Philip M. White** of The Buchen Co. is Chicago's chairman for the mass communications drive for the Christmas Seal campaign . . .

Backstage romance at Don Fedderson Productions was revealed last week when **Joanne San Antonio** in the research group for "Who Do You Trust?" and **Edward Hoppe,** production supervisor of the "Trust" show and "Charley Weaver Show" (both ABC-TV) disclosed they have been married since last May—to the complete surprise of the entire staff . . . In Drexel Hill, Pa., on Nov. 14, Jane Ann McCloy was married to C. Carson Morris, son of **Carson J. Morris,** plans-marketing supervisor of N. W. Ayer & Son, Philadelphia . . . Off on a Canadian honeymoon are **Larry Steinberg,** director of information services at Associated Business Publications, New York, and Nancy Rummel, who were married Nov. 22 . . . **Morton Hock,** theatrical account exec at Blaine-Thompson Co., New York, wed Anita Zagerman Nov. 8; honeymooned in the Virgin Islands . . .

Sunday drivers on First Street in Los Angeles can go seven directions at once

Better still, they can go straight to the destination that will do them the most good – and by-pass all the rest.

It's the seven separate zone sections added each Sunday to the full issue of the Los Angeles Times that does it. The Times is the only metropolitan newspaper in the city whose suburban sections are each written and edited by a local staff. Just like a local newspaper, each carries news and features tailored to the reader interests of that particular area. Thus, an advertiser in the Sunday Times can add local interest to his message and list dealer locations in the vicinity. You choose only those regions you wish.

And the rates? Well, you'll find them more favorable on First Street – home of the Times – than in suburban newspapers.

First in the nation's No. 2 market **Los Angeles Times**

Represented by Cresmer and Woodward, Inc., New York, Chicago, Detroit, Atlanta and San Francisco

.....in the public school market for 1960

only ONE MAGAZINE..

gives concentrated communication with BUYERS

THE Nation's Schools

IT IS SIGNIFICANT that the only magazine ever published exclusively for BUYERS (administrators and administrative staff members) in the public school market has been commandingly in first place among school administrative magazines for sixteen consecutive years.

THE NATION'S SCHOOLS is WANTED by more public school administrators and its fully paid circulation among this group is now at an all-time high. Because THE NATION'S SCHOOLS is WANTED by more BUYERS it is WANTED by MORE SELLERS. In the first 11 months of 1959, THE NATION'S SCHOOLS carried more advertising pages than the second and third magazines combined—and the second magazine is to be abandoned at the end of this year and replaced by another kind of educational magazine. THE NATION'S SCHOOLS led the second magazine by 599 pages, carried 832 pages more than the third.

ELEVEN MONTH ADVERTISING PAGES, 1958 AND 1959:

	1958	1959	±
THE NATION'S SCHOOLS	1189	1398	+209
The School Executive—Educational Business	1031	799	-232
School Management	329	566	+237
American School Board Journal	414	361	— 53

By every standard of comparison—economy of reaching BUYERS, *advertising effectiveness, wantedness by buyers, advertising pages, exclusive advertising pages, advertising revenue—*THE NATION'S SCHOOLS *is your first magazine in the public school market.*

in today's multi-billion college market—

college AND UNIVERSITY business

the ONLY magazine that serves BUYERS In the college market

to SELL you must tell the BUYERS

MOST OF THE PROBLEMS of formal education at the college and university level are identifiably unique and distinguishable from problems in all other sectors and echelons of education. The BUYERS in higher education are the business officials and their business staff executives—purchasing agents, superintendents of buildings and grounds, directors of housing, food service, and student centers. Only COLLEGE AND UNIVERSITY BUSINESS serves these interests with a highly concentrated, demonstrably effective editorial program.

publications of F. W. DODGE CORPORATION

The Nation's Schools and College and University Business are published by The Modern Hospital Publishing Co., Inc., 919 North Michigan Avenue, Chicago 11, Ill.

ROLL OUT THE BARREL—*A new-style beer keg—a moisture proof corrugated cooler that holds cans of beer with ice—has been developed by Stone Container Corp. It is called Kold Keg and is reusable.*

Creative Plan to Be No. 1 Agency Product in '60s, Watson Says

MONTREAL, Nov. 17—The coming decade will see a trend toward unification in advertising, Winsor Watson Jr., creative director of G. M. Basford Co., New York, told the Industrial Advertising Assn. of Montreal last week.

The 1950s were strenuous growth years for independent communications techniques, as well as for package design, marketing research, visual aids and other specialties, Mr. Watson said, and the trend to unify and coordinate these functions is now under way.

"The creative plan will become the principal agency product. The problem for agency people," he said, "will be to discover how to unify, correlate and use all the new techniques. This coordinating function is primarily creative. The word creative in the years ahead will come more and more to mean, not ads or commercials alone, but the total creative plan to meet marketing needs.

■ "This trend to unify," he said, "today bears the twin names of 'corporate image' and 'marketing.' Eventually both will lose their identity in a larger concept, just as instrumentation, data processing, telemetry, etc., are surrendering their independence to systems engineering."

One important result of this unification, Mr. Watson said, will be that "plans, campaigns and ideas will precede media selections and budgets. The latter will become a function of the former." #

William Diener, Leo Burnett VP, Director, Retires

William L. Diener, vp and a director of Leo Burnett Co., Chicago, will resign from the agency and will move his home to Southern California, effective Jan. 1, 1960. Mr. Diener joined Burnett in May, 1944. He most recently has been vp in charge of client service on the Green Giant Co., Chrysler Corp. and Star-Kist Foods accounts, and also has had responsibilities for business development.

William L. Diener

Dewitt Jones, vp, will succeed Mr. Diener in duties for business development.

Van Campen Joins Goodman

James Van Campen has joined the staff of Goodman Organization, Los Angeles. He formerly was vp of Jack Packard Co., Advertising.

Parthum Opens Own Offices; Bucyrus Names House, Harris

Charles Parthum has resigned from Bucyrus-Erie Co., South Milwaukee, as manager of public relations and sales promotion, to form Charles F. Parthum & Associates, management consultant. Offices will be at 1415 Victoria Circle, Elm Grove, Wis.

Replacing Mr. Parthum at Bucyrus-Erie will be D. W. Harris, formerly in charge of industrial relations at the company, and Frank House, a member of the sales staff. Mr. Harris has been named manager of public relations and Mr. House will be in charge of sales promotion.

Judson Joins Abel Corp.

Henry R. Judson has joined Abel Corp., Columbus, O., in the new post of director of publicity and sales promotion. Mr. Judson was formerly sales promotion manager of Allied Stores, Columbus unit of Morehouse-Fashion.

SWEET SUCCESS adds the measurement of success that helps you get low cost-per-thousand sales...a unique format that provides the ideal climate for your sales message.

Created and produced by Jack Douglas, three-time Emmy Award winner.

ITC INDEPENDENT TELEVISION CORPORATION

488 MADISON AVE. • N.Y. 22 • PL 5-2100

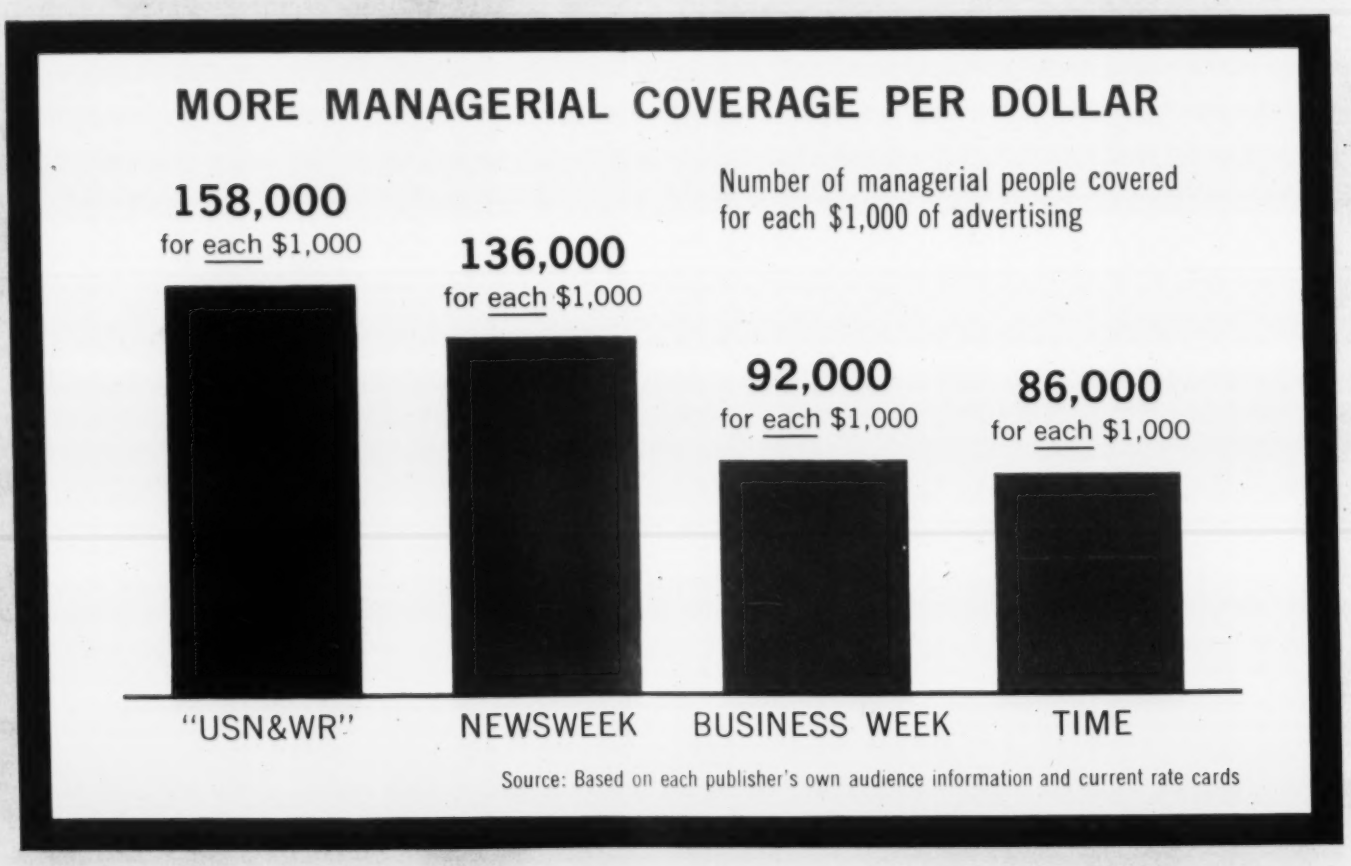
pinpoint magazine coverage
in your market(s) with...

locally edited gravure magazines

in Birmingham...in any Region
or throughout the Nation!

The nation's 52 locally edited gravure magazines are your tactical ad force in 39 major markets.

Advertisers get more managerial coverage per advertising dollar in "U.S.News & World Report"


MORE MANAGERIAL COVERAGE PER DOLLAR
Number of managerial people covered for each $1,000 of advertising
158,000 for each $1,000
136,000 for each $1,000
92,000 for each $1,000
86,000 for each $1,000
"USN&WR"
NEWSWEEK
BUSINESS WEEK
TIME
Source: Based on each publisher's own audience information and current rate cards

Advertising rate base for 1960: 1,150,000 net paid

Four out of five "U.S.News & World Report" subscribers hold managerial positions. Reflecting these positions of responsibilities, their incomes average $15,009—highest of the news magazines, highest of all magazines with more than 1,000,000 circulation.

"U.S.News & World Report" is the one magazine that concentrates exclusively on the news that managerial people need and use—the news of national and international developments that affect business plans and decisions. It prints more of this news than any other news magazine, much of it printed nowhere else.

This helps explain why advertising dollars in "U.S.News & World Report" buy more coverage of high-income managerial people than in any other news or management weekly. The relative values, based on latest information from each magazine, are charted on the opposite page.

These people are leaders in business and in the community. 87% of all subscribers receive their copies of "U.S.News & World Report" at home and research shows that 97% of all copies are read in the home. In 78% of "U.S.News & World Report" families the wife reads it, too.

Voluntary circulation is another measure of thorough readership. "U.S.News & World Report" ranks first among the news and management magazines in circulation obtained by mail to publisher. It uses no premiums, no door-to-door salesmen. Thorough readership, front to back, is confirmed by case histories of advertising response.

U.S.News & World Report THE **COMPLETE** NEWS MAGAZINE

... for business and professional people – and their families

More pages of advertising directed to important people in business and industry appear in "U.S.News & World Report" than in any other news magazine. Your agency has the facts as they relate to your markets. Or ask any of the advertising offices listed below.

U.S.NEWS & WORLD REPORT

America's Class News Magazine

Advertising offices at 45 Rockefeller Plaza, New York 20, N. Y. Other offices in Boston, Philadelphia, Pittsburgh, Cleveland, Detroit, Chicago, St. Louis, Los Angeles, San Francisco, Washington and London.

A NEW MORNING NEWSPAPER
in Columbus, Ohio

The Citizen-Journal has replaced the Ohio State Journal and the Columbus Citizen in Columbus and central Ohio. This new morning newspaper is a Scripps-Howard publication, but all advertising sales and other business affairs will be handled by the Dispatch Printing Company.

General advertising rates for the new Citizen-Journal are as follows: 32c for the Citizen-Journal alone, or 73c on the optional combination with the Columbus Evening Dispatch, and 83c on the optional combination with the Sunday Dispatch.

Contact your O'Mara & Ormsbee man, or write or call Ralph G. Hemming, manager, general advertising, 34 S. 3rd St., Columbus 16, Ohio. Represented nationally by: O'Mara & Ormsbee, Inc., New York, Chicago, Detroit, San Francisco, Los Angeles.

Columbus Citizen-Journal

Canada P.O. Eyes Growing Volume of 'Householder' Mail

OTTAWA, Nov. 17—The Canadian Post Office Department is seeking a cure for one of its biggest and most persistent headaches—bulk mail advertising.

A departmental study has been launched into the operation of the so-called "householder mailing" service, under which advertisers can place unaddressed material in the mail at low rates.

Officials said that with advertisers making increased use of the service—especially in the metropolitan areas—the Post Office is getting complaints from all sides.

Under the householder mailing service, advertisers can contract with the Post Office for distribution of unaddressed material by the letter carriers.

Normally, such material would be addressed and stamped, and would cost the advertiser 2¢ for the first ounce, plus 1¢ for each additional ounce.

However, with the material unaddressed and not bearing postage, the Post Office doesn't have to do any sorting. The result is that the charge for the first ounce is reduced to 1½¢.

■ It is unlikely that the current Ottawa study will mean the end of the Canadian service, the Post Office said, since it now earns for the Post Office close to $5,000,000 a year.

A possible outcome is that the Post Office will declare a uniform size or weight—or both—for such material. Or it may decide to increase the distribution rate in an attempt to reduce the advertising volume. #

Bates Elects Bradley, Drake Senior VPs, Names 2 Others

Ted Bates & Co., New York, has elected Ronald C. Bradley and Herbert G. Drake senior vps. Both joined the agency in 1956 as vps and account executives. Mr. Bradley formerly was an officer

Ronald C. Bradley Herbert G. Drake

of Doherty, Clifford, Steers & Shenfield. Mr. Drake has been a vp of J. Walter Thompson Co.

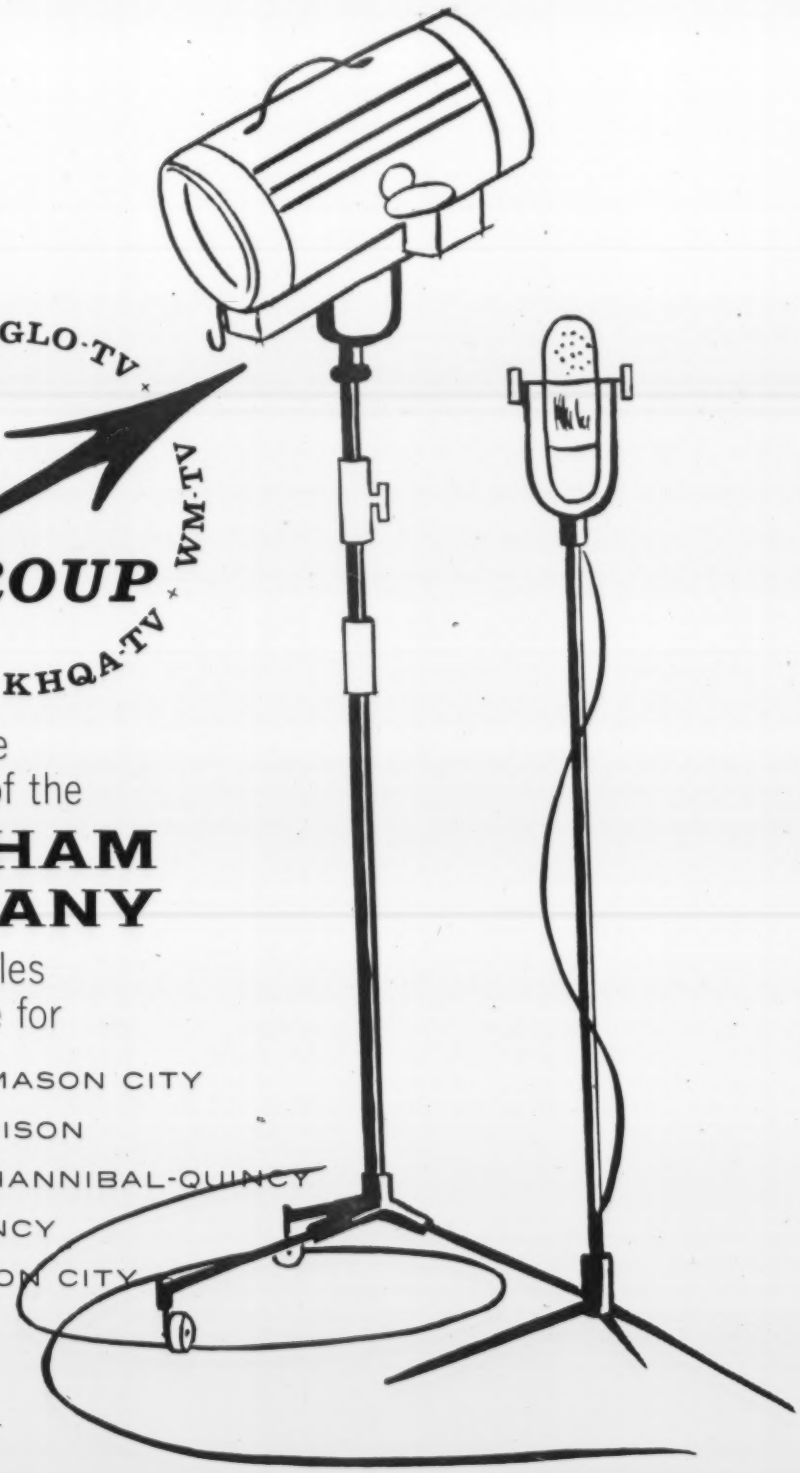
Bates also has named Donald Anderson, formerly vp in charge of marketing, of Fletcher Richards, Calkins & Holden, a vp and account supervisor, and Thomas M. Lufkin, formerly a free lance producer and director, a radio-tv supervisor in its Hollywood office.

Electric Sign Sponsors Annual Sign Design Contest

A total of $1,000 in prizes will be awarded to winners of the 14th annual competition sponsored by the National Electric Sign Assn., 11 S. LaSalle St., Chicago. This year's contest, which closes Jan. 31, 1960, is for the best design of an identification sign for a shopping center. Judging will be based on the contribution to the development of sign design, advertising and identification value, impact and readability as well as practicability.

Harding Joins Southwestern

Jack Harding has joined Southwestern Drug Corp., Dallas, as manager of retail marketing. Mr. Harding was formerly president of a chain of 13 Bantam supermarkets in Florida.



the **FORWARD** GROUP
KGLO · KGLO-TV · WMTV · WTAD · KHQA-TV

announces the appointment of the

BRANHAM COMPANY

as national sales representative for

KGLO-TV · MASON CITY
WMTV · MADISON
KHQA-TV · HANNIBAL-QUINCY
WTAD · QUINCY
KGLO · MASON CITY

memo:
100% Coverage
Motor hotels are the fastest growing part of the hotel market—
You cover *EVERY* motor hotel in the U.S. with
THE **HOTEL MONTHLY**
105 W. Adams St.
Chicago 3, Ill.
a Clissold Businesspaper

Polaroid clicks in LIFE

The company's 60-second camera, virtually unknown five years ago, is today owned by millions

Click? It's more like a BOOM!

In 1953, with annual sales of $17 million, Polaroid used four pages in LIFE, or about 22% of its magazine budget. Last year Polaroid ran 14 pages in LIFE, or 99.1% of its magazine budget!

Obviously LIFE helped Polaroid sell cameras. So many, that today Polaroid is second only to Eastman Kodak in the industry—sales last year were $65 million. And you've got to take a month off to find a camera outlet that doesn't sell Polaroid Land Cameras . . . or a person who doesn't know about the 60-second Land process.

Polaroid's management says: "We believe in concentration and the effectiveness of it in LIFE. That's why we increased our LIFE frequency for 1959."

Now, you don't have to be selling Polaroid cameras to click in LIFE. You just have to know your product, know your market, and match them with a medium that fits. For most everything sold today, you'll find LIFE most fitting.

JEWELRY, OPTICAL GOODS, CAMERAS

MAGAZINE	ADV. REVENUE
LIFE	$1,980,966
Saturday Evening Post	1,591,460
Look	777,208
Reader's Digest	478,000
Nat. Geographic	362,989

Source: PIB (Jan.-Sept., 1959)

Effectiveness is a fact of ADVERTISED IN **LIFE**

Need to Analyze Your Public Relations?

- Press Clippings can keep you fully informed on the results of your public relations program. You can see how many of your releases are published . . . what coverage is given to events you stage . . . what the editors of the nation are thinking. This knowledge will help you plan and develop more effective public relations programs. Interested in learning how we can serve you?

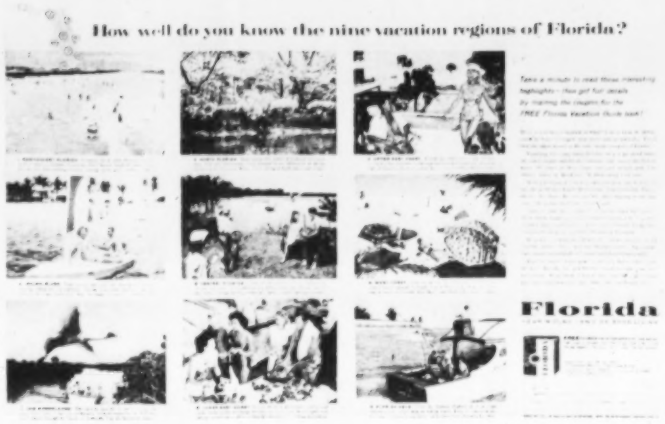
Burrelle's Est. 1888
PRESS CLIPPING BUREAU
165 Church St., New York 7, N. Y.
Phone BArclay 7-5371
1868 Columbia Rd. NW, Wash. 9, D.C.—CO 5-1757
Magee Bldg., Pittsburgh 22, Pa.—COurt 1-5371
14 E. Jackson Blvd., Chicago 4, Ill.—WA 2-5371
1456 N. Crescent Heights Blvd., Los Angeles 46, Calif.—Phone OLdfield 6-0304
One Operations Office (Livingston, N. J.)
NEWSPAPERS • MAGAZINES • TRADE PAPERS

PRSA Chapter Elects Hedge

Frank S. Hedge, vp and general manager of Communications Counselors, Detroit, has been elected president of the Michigan chapter of the Public Relations Society of America. Other officers elected are John D. Williams, executive director of the Wayne County Republican Committee, vp; Paul S. Penfield, director of advertising, Detroit Edison Co., secretary, and Dana Rose, assistant vp, Michigan Bell Telephone Co., treasurer.

Stroyke Joins Wells

Edward D. Stroyke has joined William Wells Inc., Detroit, as an account executive. Mr. Stroyke was formerly with Chrysler Corp., R. L. Polk & Co., and Brooke, Smith, French & Dorrance.



YEAR-AROUND—*The Florida Development Commission will promote its "Year Around Land of Good Living" theme with color ads like this through June 1960.*

$760,000 Ad Drive Set to Attract Tourists to Florida

TALLAHASSEE, Nov. 17—Magazines and newspapers are being used for the $760,000 tourist ad campaign in the 1959-60 season by the Florida Development Commission.

Color magazine ads began in August and will run monthly through June, 1960, in *Better Homes & Gardens, Holiday* and *The Saturday Evening Post.*

■ Resort and travel pages of 97 newspapers will carry 170-line ads for Florida on varying schedules.

For advertising purposes, the state is divided into nine vacation regions, with each receiving special promotion. George Evans Co., Fort Lauderdale, is the agency. #

Cowden Named PR Head of CBS-TV

NEW YORK, Nov. 17—CBS Television's long search for a new high level public relations executive ended last week. The network found its man in the CBS-TV stations division. He is John Cowden, who moves over from the post of vp in charge of advertising and sales promotion for the stations division to vp in charge of information services for the network.

John Cowden

His duties in the stations division will be taken over by Thomas Means, director of advertising and sales promotion.

In his new assignment Mr. Cowden will be responsible for three major departments: advertising and sales promotion, research and press information. Mr. Cowden assumes the title formerly held by Charles S. Steinberg, though Mr. Steinberg's duties were less encompassing.

Mr. Steinberg, who heads the network's press operation, has been given the title of vp in charge of public information. #

Bireley's Launches Campaign

Bireley's Inc., Chicago, has launched an institutional advertising campaign to introduce its new management. The two-color ads, which will appear in five beverage trade magazines, spaced from October through April, give some background of Krim-Ko Corp., the dairy firm which acquired Bireley's from General Foods in August.

how can a **magazine** change a market?

How can a magazine create a program that changes the building industry? Build 760,000 homes a year? Put custom remodeling on a mass production basis? Create a new retail industry? American Lumberman and Building Products Merchandiser did manage these formidable accomplishments with a program, DSC—Dealers Sales Control. How? 26 issues a year for 14 years by an award-winning editorial staff with a single purpose, dealer workshop clinics to sharpen management skills, store design and layout service to design new retail stores, a consumer magazine for dealers to use in selling new homes, home improvements. Details on DSC and the new market it has created are available.

American Lumberman and Building Products Merchandiser

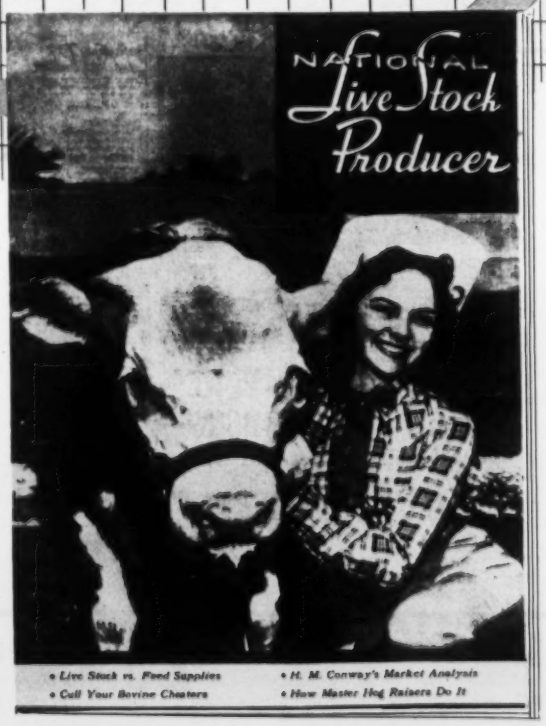
PROGRESS REPORT:

National Live Stock Producer

Lineage Up 20.6% For '59

National Live Stock Producer Farmers Own:

- 562,000 Tractors
- 296,500 Trucks
- 378,750 Automobiles
- 162,250 Combines
- 69,000 Forage Harvesters


NATIONAL Live Stock Producer
• Live Stock vs. Feed Supplies
• Cull Your Bovine Cheaters
• H. M. Conway's Market Analysis
• How Master Hog Raisers Do It

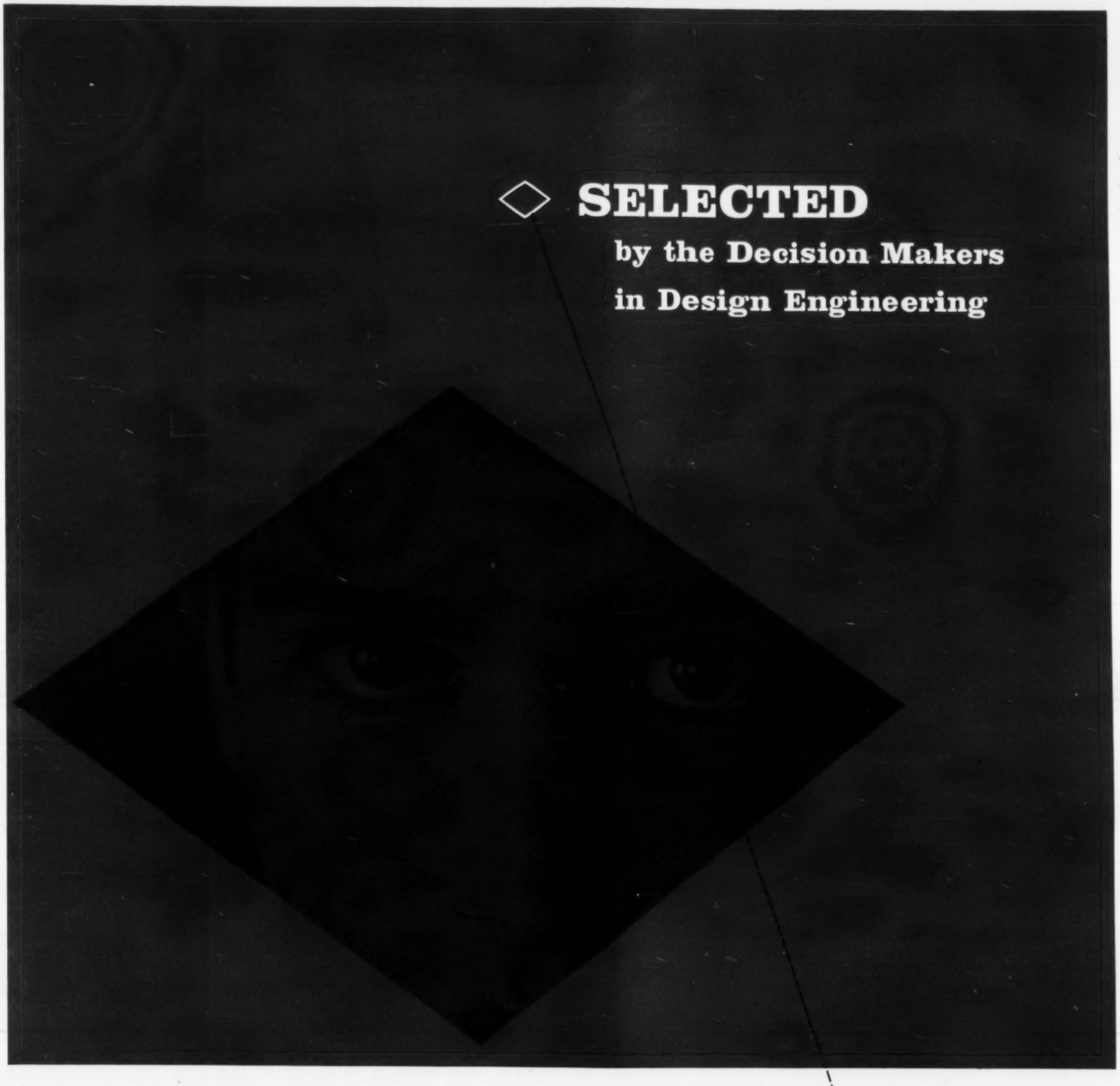
A continuing record of "up lineage" in NATIONAL LIVE STOCK PRODUCER! Increased lineage from regular advertisers plus still more lineage from new advertisers . . . an upbeat picture of progress.

Reason? Advertisers get their money's worth in the pages of NATIONAL LIVE STOCK PRODUCER . . . because it delivers AMERICA'S RICHEST FARM MARKET . . . the market that buys more of everything . . . THE $10 BILLION DOLLAR LIVE STOCK MARKET!

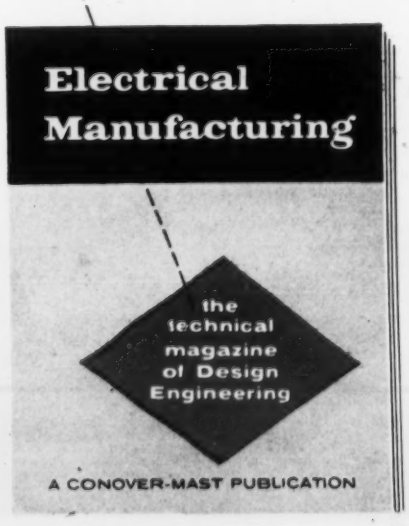
That's only the beginning . . . this is a growing, expanding market in need of constant replacement of agricultural machinery and supplies . . . and it buys, buys, buys! Compare the actual and potential buying power of NATIONAL LIVE STOCK PRODUCER subscribers. You'll see why it pays to do business with this *farmer's market!* Reach it and sell it in

NATIONAL LIVE STOCK PRODUCER

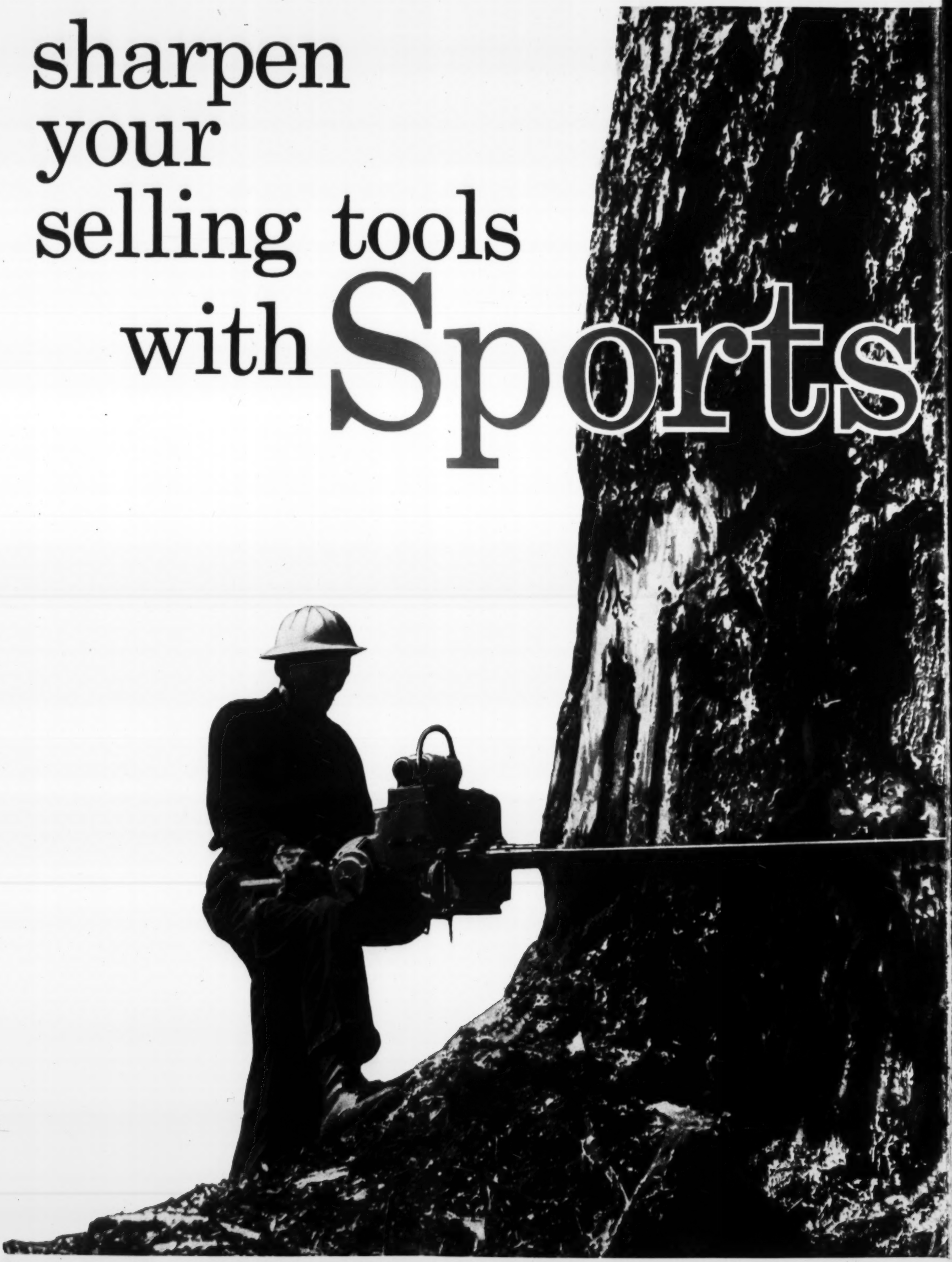
139 N. Clark Street Chicago 2, Illinois



Swiftly advancing technologies are putting great pressure on engineers' reading time. There's more to keep pace with, less time to do it! Result is greater selectivity in technical reading. More time with useful magazines...less, or none, with the rest. That's why advertisers must look beyond numbers to the magazine itself. Take a good look at ELECTRICAL MANUFACTURING, for example. Note the series of inserts on Basic Science principles—each month an important contribution to engineering knowledge! Check the depth treatment of the practical application articles. Yes, ELECTRICAL MANUFACTURING is selected by design engineers because it's their most useful magazine. They spend more time with it and the advertising in it.



sharpen
your
selling tools
with **Sports**



Afield

Bring down sales resistance by using SPORTS AFIELD! Here you reach a selective audience of more than 1,000,000 sportsmen who enjoy the great outdoors... and who read *their favorite magazine* edited exclusively for them.

To sell the cream of this leisure time growth market for *all* their many needs, you reach them best in SPORTS AFIELD ... for cars, beverages, insurance, tobacco, apparel ... you name it!

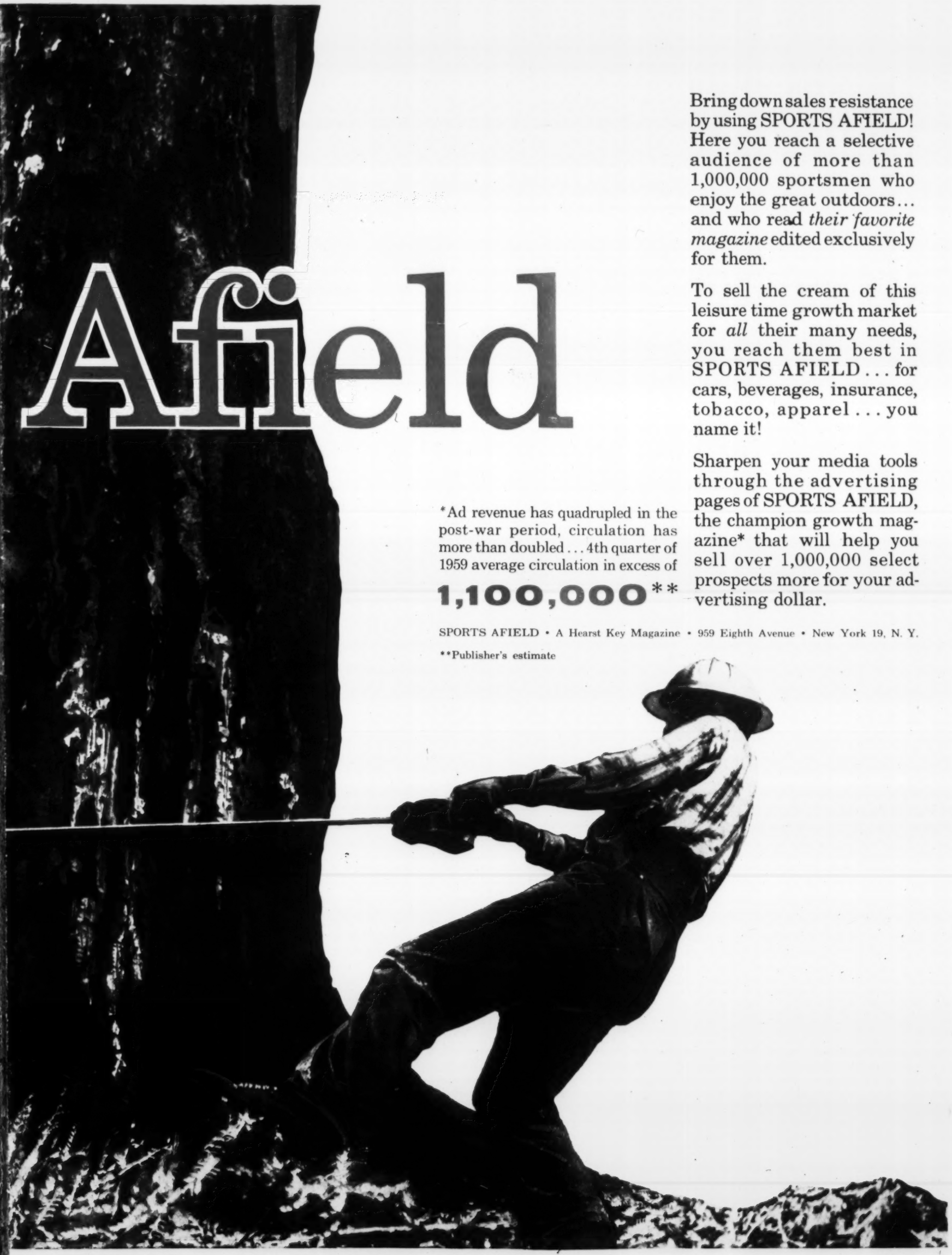
Sharpen your media tools through the advertising pages of SPORTS AFIELD, the champion growth magazine* that will help you sell over 1,000,000 select prospects more for your advertising dollar.

*Ad revenue has quadrupled in the post-war period, circulation has more than doubled ... 4th quarter of 1959 average circulation in excess of

1,100,000**

SPORTS AFIELD • A Hearst Key Magazine • 959 Eighth Avenue • New York 19, N. Y.

**Publisher's estimate



MANY OF THE BEST ADS YOU'VE SEEN . . .

the prize winners, the ads with that extra pull for attention, readership, sales power, were first shown and discussed in Art Direction. Every month this creative magazine spots the best visual advertising and promotion. Subscribe to advertising's most alert, best designed magazine. $6.00 for 12 monthly issues; $10.50 for 24 issues.

subscribe **ART DIRECTION**

A21 19 W. 44th St., New York 36, N. Y.

Off-The-Street Club Picks 'Kid of the Year'

The Off-The-Street Club, sponsored by the Chicago Federated Advertising Club, has picked eight-year old Joseph Saccaro Jr. as its "Kid of the Year." He and White Sox President Bill Veeck will be guests at the club's benefit lunch and party at the Conrad Hilton Hotel Dec. 10. Proceeds will support recreational and camp programs.

Media Reps Waste Time: Jorgensen; Buyers Inexperienced, Kimball Says

(Continued from Page 3)

"who do not understand or know how to read *Standard Rate & Data Service*, or BPA or ABC statements."

The result is, he declared, that media decisions are often based on judgment as to whether the lunch at one restaurant was better than at another. It is unfortunate, he said, that often the only difference between a media buyer and a media director is a matter of $125 a month in salary. Mr. Kimball said he doubts if there are more than four or five qualified media buyers in Los Angeles agencies.

■ William J. Boylhart, Boylhart, Lovett & Dean, announced a new association project to be called, "WSAAA 5 Year Agency-Media Forecast." He called for new cooperation between media and agencies to explore areas which would lead to the development of improved techniques, new efficiency, and a more adequate financial return to both media and agencies. Tto accomplish this, he proposed an immediate meeting between media association representatives and the WSAAA media relations committee to activate plans.

He said such action is necessary because changes of the past 10 years have brought more magazines, with more advertisers, more editions, and higher rates. Yet despite these changes, he said, media relations with agencies have not grown to encompass them. #

Santa Fe Wins 'Modern Railroads' Golden Freight Car

(*Picture on Page* 108)

CHICAGO, Nov. 18—The Santa Fe Railway is winner of *Modern Railroads'* 1959 Golden Freight Car award for "outstanding work in promoting freight sales."

Four other railroads were given awards of merit for their promotion of railway freight, it was announced in the November issue of the publication. They are the Atlantic Coast Line Railroad, Chesapeake & Ohio Railway, New York Central System and Southern Railway System.

Awards were presented at a luncheon here yesterday by David R. Watson, president, and Frank Richter, publisher, of *Modern Railroads*.

Santa Fe's winning entry described the railroad's campaign among its own salesmen on the theme, "The three K's of transportation salesmanship"—know your company, know your competition, know your customers. #

Compton Names Four

James S. MacVickar, formerly with Curtis Publishing Co., has joined Compton Advertising, New York, as an account executive on Chesebrough-Pond's. Compton also has promoted Emil Tacovsky from head space buyer to account executive on Mobil Oil. Succeeding him as head space buyer is Ray LaBonne, space buyer. Richard V. Berry, formerly a media buyer with Kenyon & Eckhardt, has joined Compton as a space buyer.

how to dig an oil well

Drill down a single inch. Then another inch and another and another. Then you'll have an oil well . . . a *continuity* of inches. You need continuity for successful advertising, too. It's particularly effective with newspapers. Newspapers go into the same homes day after day, week after week. To tell, to sell, to keep sold. Because we believe so strongly in the value of continuity in advertising, we have pioneered a new frequency-volume discount plan to encourage advertisers to take advantage of the impact of continuity. It offers discounts with no increase in existing rates. The **Continuity-Impact-Discount** plan makes possible the most effective use of newspapers. Let your Branham representative show you how C-I-D will get increased advertising impact for you in the Louisville market.

The Courier-Journal
THE LOUISVILLE TIMES

Attention Admen!

fit type IN SECONDS!

Tens of thousands of artists, admen, printers, editors, students *swear by* the Haberule Visual Copy-Caster . . . world's fastest, simplest, most accurate copy-fitting tool. Only $10 at art supply stores or direct.
Money-back guarantee!

HABERULE
Box AA 245, Wilton, Conn.

PLAN NOW FOR THESE EXCLUSIVE

JPN Features at 1960 IASI Show

1960 I.A.S.I. SHOW — COLISEUM · NEW YORK CITY — February 10-13

The 1960 International Automotive Service Industries Show will be held February 10, 11, 12, and 13 at the New York Coliseum following the Automotive Service Industry Association Convention

1—Again—Three Issues—Bigger and Better than ever—
The popular and newsy Jobber Product News Show Daily

The same newspaper format. Newsy reporting of the ASIA convention, preceding the Show plus convention pictures. Stories and pictures at the Show. Every exhibitor at the Show will (1) have a writeup about his booth and his products in the first issue (2) in the second or third issue have a picture of his booth. Everyone to be included. Twenty photographers will do the picture taking—at one time. The contents of the three dailies already blue-printed. Many added features all pertaining to show—and ASIA convention. Each issue to be 24 pages or more. Added feature—color. Issues to carry advertising. Complete details on 1960 Show Daily and ad rates sent upon request.

The total circulation of the three JPN Show Dailies will exceed 35,000 copies. Distribution will be at the entrance to the Exhibit Hall. Also from the four JPN booths at the Show. As in Chicago, copies will be on the floors and in the lobbies of the "key" hotels.

The 1960 Jobber Product News Show Daily will carry advertising. Whatever ad size fits JPN monthly issue will also fit into Daily. See Classification #6 (AUTOMOTIVE) in Standard Rate & Data for complete details as to ad rates and sizes.

The 1960 JPN Show Daily will carry color. Write today for your copy of brochure providing "Editorial Preview" and complete details as to advertising rates and advertisement sizes.

Write for 1960 Show Daily Details

Write today for complete details on the three big JPN Show Daily issues planned for the New York IASI Show. Also data on special aspects of February and March 1960 JPN monthly issues. Details on 1960 JPN Directory and Buyer's Guide also available to be published January, 1960.

4—Again—Big Pre-Show February JPN Issue

As in 1959, the February JPN issue in 1960 will bring into sharp focus the New York automotive activities and stimulate interest of readers the country over in the ASIA convention as well as the New York IASI Show. Issue will have extra distribution at the show.

5—Merchandising Easels

JPN advertisers appreciated the large newspaper size easels calling attention to their sales messages in JPN. Feature is to be repeated in New York, with innovations.

6—Four JPN Booths

Teletype equipped booths reserved by Jobber Product News and the JPN Show Daily. Each a focal point of activity. News gathering. News disseminating. Truly a record booth allotment for any publisher at any IASI Show.

7—Plus Several Surprises!

Things not done before. Either at Chicago IASI Show or other shows. Part of JPN's policy of "pace-setting" and leadership.

2—Again—Exhibitor Guide

The JPN 1959 Show Accordion-Fold exhibitor guide proved highly popular. Over 15,000 copies distributed. Gives show visitor—floor plan with name of exhibitor adjacent to booth space. To be repeated and expanded at 1960 IASI Show.

This exhibitor guide provides show visitors with unique service, with name and number of booth imprinted on floor plan. This enables show visitors to identify the booths location-wise in logical sequence as one tours the show.

3—Free Shines

The popularity of JPN's free shoe shines at 1959 Chicago IASI Show assures continued increased booth traffic and activity. Provides visitors with appreciated service in addition a chance to relax weary feet for few moments.

At the Chicago show four shoe shine boys were kept busy "every show hour." The JPN booth was a popular place.

Now in 1960—I.A.S.I. Show Joint Operating Committee Exhibitor Awards

Chas. S. Rogers

Benton H. Rosen

The I.A.S.I. Show Joint Operating Committee will give Exhibitor Awards for the first time at the 1960 I.A.S.I. Show. This is a fine move and the I.A.S.I. Show Joint Operating Committee is to be complimented.

In view of these I.A.S.I. Show Joint Operating Committee Exhibitor Awards, JOBBER PRODUCT NEWS agreed to drop its Show Exhibitor Awards which were instituted at the 1959 I.A.S.I. Show in Chicago.

At JOBBER PRODUCTS NEWS, we want to back up the I.A.S.I. Show Joint Operating Committee on every possible occasion. Their job is a difficult one, time consuming, and many times thankless. The JOBBER PRODUCT NEWS staff will do everything possible to publicize the I.A.S.I. Show Joint Operating Committee Exhibitor Awards for the 1960 I.A.S.I. Show—through the JOBBER PRODUCT NEWS SHOW DAILY and JOBBER PRODUCT NEWS Monthly, and we will lend every assist in making these awards as successful as possible.

Joint Operating Committee of the 1960 I.A.S.I. Show

Charles S. Rogers, Chairman
P & D Manufacturing Co., Inc.
Long Island City, N. Y.

Benton H. Rosen, Vice Chair.
Franklin Supply Company
Providence, Rhode Island

C. Hazard Beckford
Franklin Auto Supply Co. Inc.
Brockton, Massachusetts

Victor B. Day
Bear Manufacturing Co.
Rock Island, Illinois

Chester A. Klein
Republic Auto Parts, Inc.
New York, N. Y.

Harry R. La Towsky
E. I. du Pont de Nemours & Co.
Wilmington, Delaware

James L. McGovern, Jr.
Raybestos Division of
Raybestos-Manhattan, Inc.
Bridgeport, Connecticut

James C. Parker
Sharp Automotive Supply Co.
Chattanooga, Tennessee

William A. Raftery
Signal-Stat Corporation
Brooklyn, New York

Virgil C. Smith
Auto Parts Company
Ann Arbor, Michigan

Walter H. Teeters
Pittsburgh Auto Equipment Co.
Pittsburgh, Pa.

Don H. Teetor
Perfect Circle Corporation
Hagerstown, Indiana

J. B. Dempsey,
Thor Power Tool Co.
LaGrange Park, Ill.

G. H. Goehrig
Blackhawk Mfg. Co.,
Milwaukee, Wis.

S. S. Gordon,
Republic Gear Co.,
Detroit, Mich.

Howard E. Robinson,
Fram Corp.,
Providence, R. I.

Don H. Teetor

W. H. Teeters

The Show management firm handling the I.A.S.I. Show is: A. B. Coffman & Associates, Chicago, Illinois operated by Hubbard H. Erickson, Jr., and Ruth Hall.

C. H. Beckford

Victor B. Day

J. B. Dempsey

G. H. Goehrig

S. S. Gordon

Chester A. Klein

H. R. LaTowsky

J. L. McGovern, Jr.

James C. Parker

Wm. A. Raftery

H. E. Robinson

Virgil C. Smith

The Program Outlined Here is an Expansion Over IASI 1959 JPN Show Activities

Jobber Product News
& Jobber News

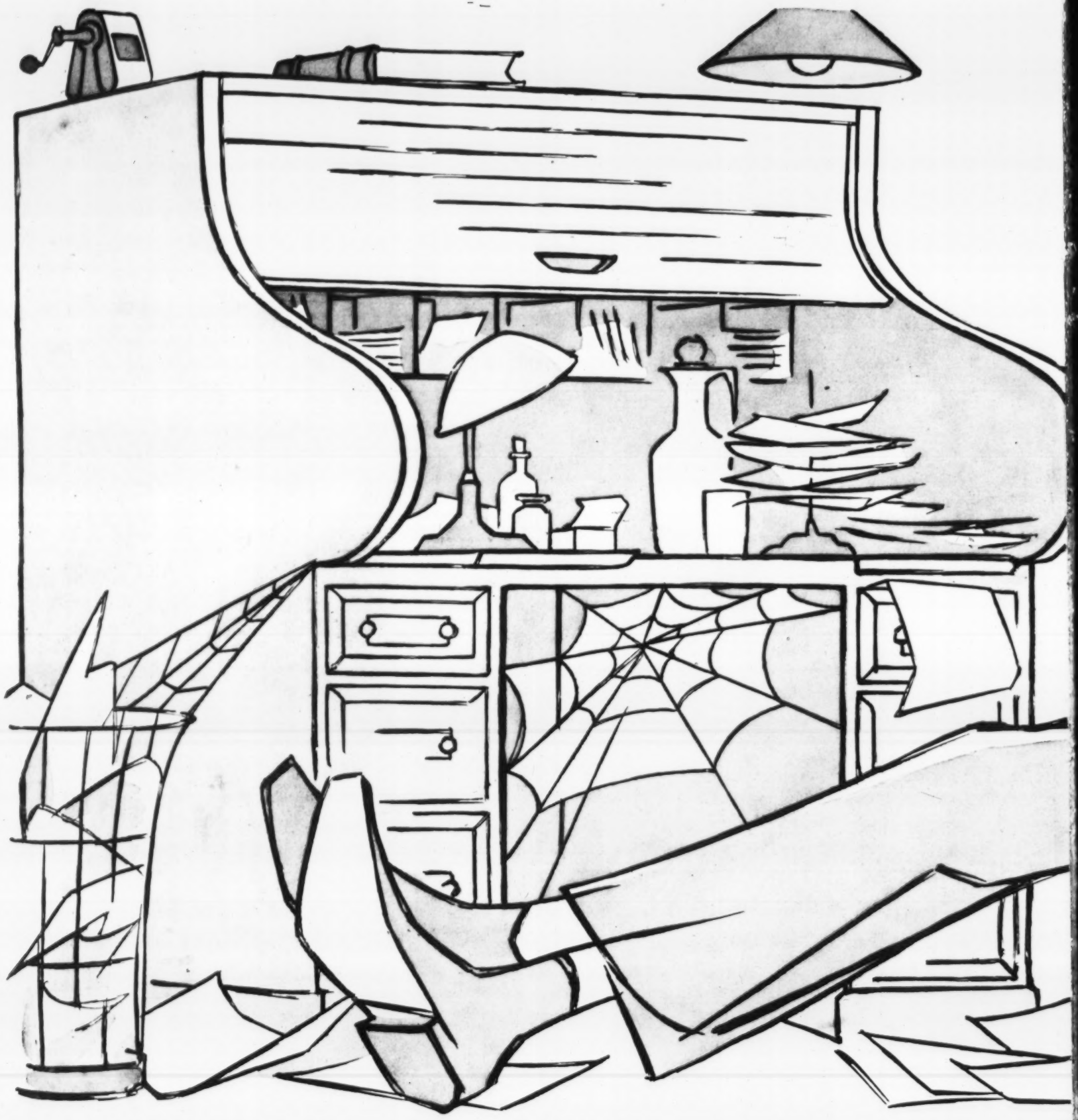
A STANLEY PUBLICATION

431 S. Dearborn Street, Chicago 5, Illinois, Phone WAbash 2-0636

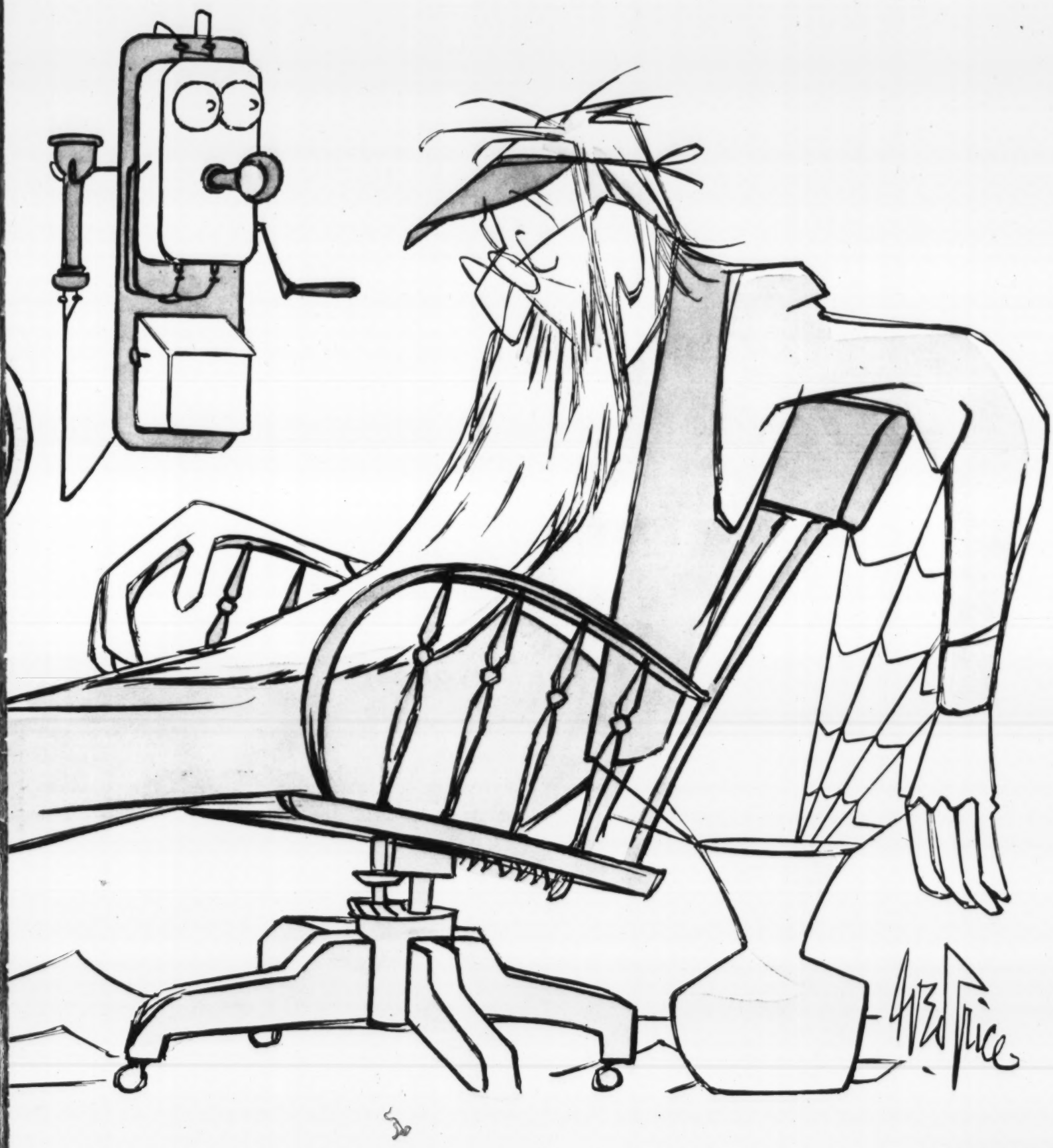
Stanley Publishing Publications—Jobber Product News & Jobber News; Transportation Supply News; Fleet Product News; Transportation Business Gift News; Jobber Product News Show Daily; Jobber Product News Directory & Buyers' Guide; Fleet Directory & TSN Buyers' Guide

Your 3 Best Buys in 1960

For sales effectiveness in 1960, here are your three best advertising buys in the automotive jobber industry. Ask for complete details on: Jobber Product News, JPN Show Daily, and the JPN Directory and Buyers' Guide.



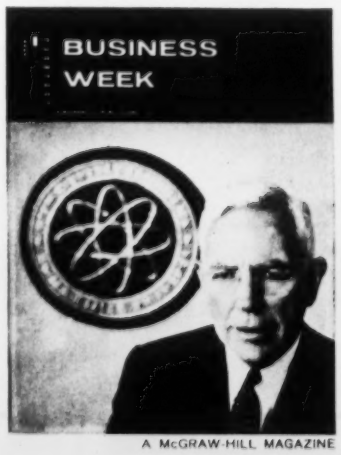
Meet our movie reviewer



If you think this chap has nothing to do, you are perfectly correct.

The explanation is very simple. Business Week is written for management men only. And it has but one editorial goal: to be of use to management. This is an enormous job, and it takes all the time, ability and page space we have. Non-business news just doesn't stand a chance.

Reporting nothing but business news—fresh, accurate, and complete—Business Week has gained respect as management's "most useful" magazine. This is why it continues to offer advertisers more management readership per dollar than any other general, general-business, or news magazine.



A McGRAW-HILL MAGAZINE

YOU ADVERTISE IN BUSINESS WEEK WHEN YOU WANT TO INFLUENCE MANAGEMENT MEN

This Week in Washington . . .

Weak in Research Facilities, FTC Aims to Get Evidence Where It Can

By Stanley E. Cohen
Washington Editor

WASHINGTON, Nov. 19—At the same press conference which ushered in the cranberry episode, Secretary of Health, Education & Welfare Arthur S. Flemming issued a statement associating himself with the American Dental Assn.'s attack on toothpaste advertising.

Now he is being invited by Federal Trade Commission Chairman Earl Kintner to convert talk into action by providing FTC with any evidence he may have that toothpastes aren't what their makers say they are.

If Secretary Flemming obliges, this will be a significant development.

Over the years, FTC and the Food & Drug Administration (controlled by Health, Education & Welfare) have maintained—put politely—arm's length relationships. Like Macy and Gimbel.

FTC, starved for evidence in cases involving therapeutic claims for drugs and cosmetics, has no laboratories of its own, and must buy research at retail prices, so to speak, from Health, Education or from the Commerce Department's Bureau of Standards. Down the street, Mr. Flemming luxuriates in the vast research resources of the U. S. Public Health Service and the national institutes of health.

■ Two years ago, when Earl Kintner was only general counsel at FTC, a House investigating subcommittee under Rep. John Blatnik (D., Minn.) asked about claims for miracle ingredients in toothpaste. Commission witnesses shrugged their shoulders and explained they can't buy research challenging toothpaste advertising as fast as the industry buys research to support it.

Now, however, under the chairmanship of Earl Kintner, the commission is displaying a new personality. With the toothpaste controversy in the open once again, the poor sister casts pride aside and proposes to solicit help from the rich sister.

It is possible, of course, that the poor sister will be snubbed, and that the alliance will not materialize. Even so, the episode suggests that something really new is happening at the Federal Trade Commission.

■ At 47, Earl Kintner is the youngest chairman the commission has had in recent years. His diligence and skill in bar associations and in public office have marked him as a dedicated student of law and a champion of law enforcement. His keen sense of public relations undoubtedly tells him that thanks to tv scandals, more people are watching the Federal Trade Commission now than at any time since it was founded.

No Federal Trade Commissioner in the past three decades has moved to posts of higher responsibility and honor in government. If any man defies this jinx, he could be the man, and these might be the times.

In writing Secretary Flemming, Earl Kintner makes it clear that during his chairmanship no potential scandal will be swept under the rug for future discovery by investigating congressmen.

By the same token, he demonstrates that those who plan to castigate FTC for failing to deal with problems they profess to know about should be prepared to put their evidence on the line.

Industry Aid in Mail Filth Effort

Hard-boiled members of the Mail Order Club of Washington were visibly shaken yesterday when L. Rohe Walter, public relations assistant to Postmaster General Arthur Summerfield, appeared at their weekly luncheon with a no-holds-barred discussion of the "mail order obscenity racket."

At the pre-luncheon cocktail hour, skepticism seemed to prevail. "It can't be that bad, and it certainly can't involve legitimate people like us," was a common attitude.

But it is that bad, according to Mr. Walter. More than 70,000 people, mostly indignant parents, sat down during the past year to send Mr. Summerfield samples of filthy material addressed to their childen. Pornography, Mr. Walter says, is a $500,000,000 mail order business. According to the department's inspectors, mails were used last year to offer dirty pictures and similar sewage to as many as 1,000,000 teen age children.

■ *Speaking as former president (1939-43) of Direct Mail Advertising Assn., Mr. Walter said one area where help is needed is in controlling mailing lists. Investigators find that legitimate mailing lists—such as those which are compiled when children write in for cereal premiums—sometimes get into the hands of brokers, who may inadvertently make them available to people who make them available to filth peddlers.*

One of the refreshing aspects of the talk was the moderation which Mr. Walter displayed. Asked about ads which appear in some magazines offering sexy booklets, Mr. Walter emphasized this is a separate, "gray area" problem. "These ads are addressed to adults," he said, "and in any event, they are not going into the mailbox unsolicited."

His prepared speech plugged hard for the Granahan bill, which permits the Postmaster General to seize obscene material for 45 days, pending a hearing. But under questioning, he conceded this bill may go too far.

■ *One problem, raised by Harry Maginnis, executive manager, Associated Third Class Mail Users, is that the Granahan bill gives ironclad pre-hearing seizure authority to the Postmaster General for fraud as well as obscenity.*

"List brokers supported the bill when it applied only to obscenity," Mr. Maginnis said. "Now we are embarrassed to find the Postmaster General would get this drastic power in a more controversial area, like false advertising."

Even in the obscenity field, Mr. Walter agreed, the seizure sections of the Granahan bill might be too broad. "There is a difference between this filthy stuff, and cases like 'Lady Chatterley's Lover' or 'The Naked Maja'," he said. "I would be the last to want any Postmaster General, this one or any other, to have so much power as to endanger freedom of speech." #

I love to spend money!

. . . and so does everyone in FLINT!

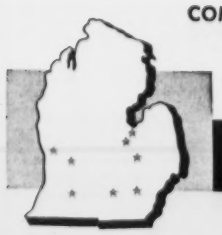
Flint people make money . . . a lot of money! They buy the things they need like everyone else; they maintain a steady increase in savings . . . but above this, there is enough income for plenty of PLUS buying!

INVEST YOUR MONEY IN THIS
"PLUS BUYING" MARKET

Food	$119,884,000
Drugs	$ 22,749,000
General Merchandise	$ 40,075,000
Apparel	$ 30,055,000
Home Furnishings	$ 40,297,000
Automotive	$123,944,000
Filling Stations	$ 44,835,000

Source: SRDS Consumer Market Data, May 1959

COMPLETE AND ECONOMICAL COVERAGE IN FLINT'S ONLY DAILY NEWSPAPER



THE FLINT JOURNAL

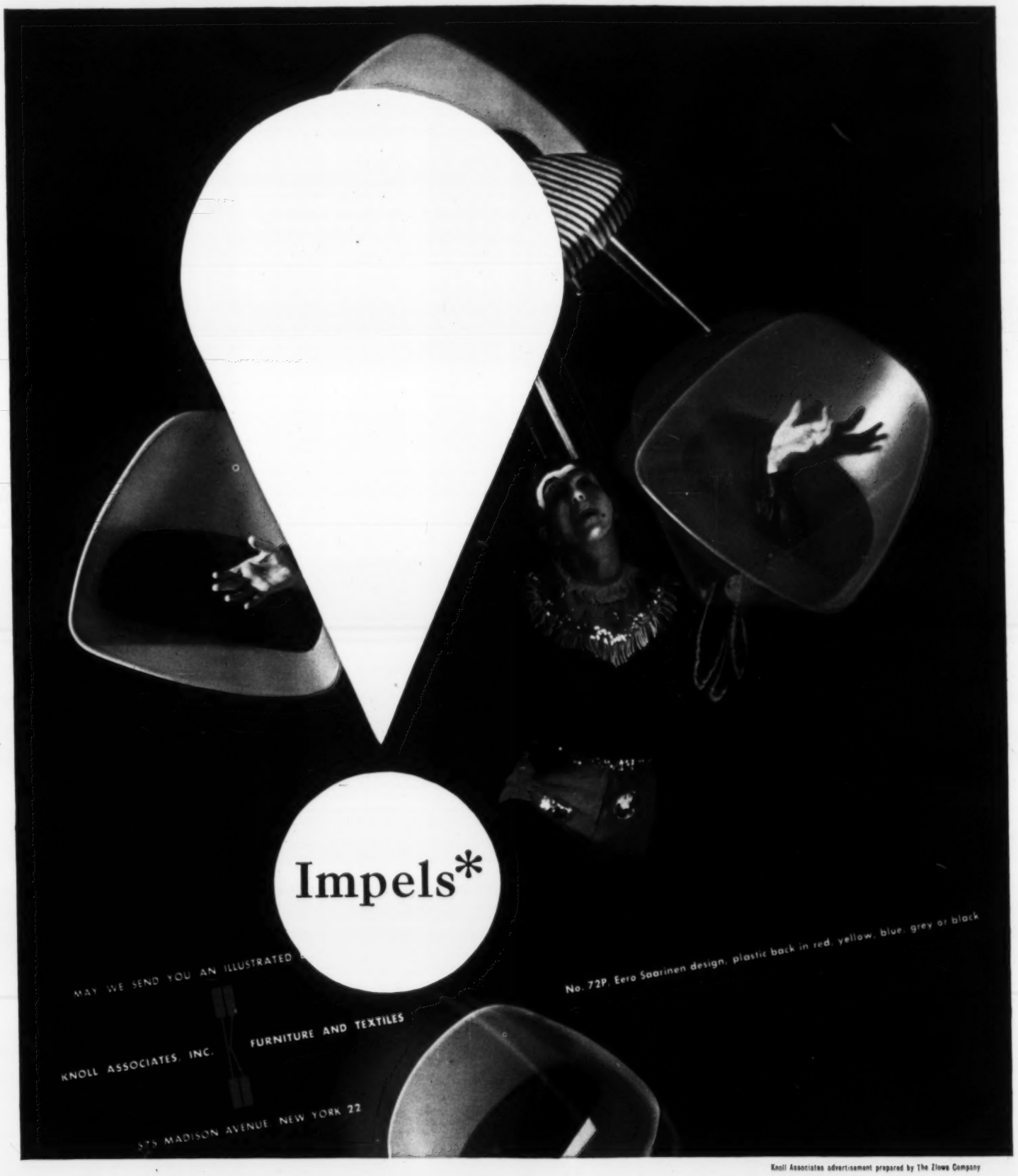
NATIONAL REPRESENTATIVES: A. H. Kuch, 110 E. 42nd Street, New York 17, MUrray Hill 2-4760 • Sheldon B. Newman, 435 N. Michigan Ave., Chicago 11, SUperior 7-4680 • Brice McQuillin, 785 Market St., San Francisco 3, SUtter 1-3401 • William Shurtliff, 1612 Ford Bldg., Detroit 26, WOodward 1-0972.

A Booth Michigan Newspaper

AMERICAN JUDGING AGENCY

would like an opportunity to discuss handling your next contest.

Post Office Box 12443
Houston 17, Texas
Telephone
Mission 4-4371


Impels*
MAY WE SEND YOU AN ILLUSTRATED
No. 72P. Eero Saarinen design, plastic back in red, yellow, blue, grey or black
KNOLL ASSOCIATES, INC. FURNITURE AND TEXTILES
575 MADISON AVENUE NEW YORK 22

Knoll Associates advertisement prepared by The Ziff-Davis Company

* "The influence of this New Yorker campaign is strongly felt in every Knoll showroom throughout the United States . . ."

Florence S. Knoll *President, Knoll Associates, Inc.*

THE NEW YORKER MAGAZINE

Gallery of Figures and Facts about REMARKABLE ROCKFORD

Two A. P. CITATIONS
For top feature writing

2nd In Inland Daily Photo Award

★ AWARD ★
DAILY INLAND PRESS
Excellence in Handling
Local Government News

ROCKFORD
TOPS
in Retail Sales
in Illinois
(Outside Chicago)

ROCKFORD MORNING STAR
Rockford Register-Republic

TV Quiz Doubts Threaten All Ads, Deems Tells 4A's

Avoid Weasel Words; Skepticism Works 7-Day Week, Hearst Exec Says

PITTSBURGH, Nov. 17—The current television quiz controversy has not only placed other media under suspicion, it has also increased consumers' already strained credibility quotient in relation to advertising generally, Richard E. Deems, exec vp of Hearst Magazines, said today.

East Central 4A's

In a talk before the eastern central regional meeting of the American Assn. of Advertising Agencies here, Mr. Deems said that advertising was "vulnerable" long before the television quizzes were exposed. He added still another voice to a rising chorus of admen who urge a general purge of suspect practices and methods in the ad business.

"Actually, what we are vitally interested in is just how much the advertising business has been affected by all this sound and fury," said Mr. Deems. "After all, television viewers are consumers, and disbelief is a disease that spreads rapidly. And already there is evidence that the taint attached to the entertainment phase of television has begun to contaminate advertising in all media."

■ Mr. Deems said that in view of "increased consumer skepticism" towards advertising, those in the business should get together to work out ways of combating the consumer's poor opinion of advertising.

"I think we should start by admitting to ourselves that advertising was vulnerable long before the situation reached its present acute stage and if these conditions [existed] before the public's credibility was jolted by the quiz exposes, we can be sure that consumer sales resistance has increased substantially since Dotto went blotto and Mr. Van Doren decided to appear on 'To Tell the Truth'," he said.

"I think it's vitally important that agencies, advertisers and publishers alike realize that there has been a change in the public's state of mind and that the vending of goods in the public marketplace has become more difficult, irrespective of the product you have to sell or the medium you decide to use. It's always harder to sell in a climate of disbelief, and when skepticism is rampant, it works a seven-day week.

■ "And although in most cases we are the innocent victims of this change in the consumer's credibility quotient, nevertheless the success or failure of the ads you prepare from here on in will be in direct ratio to ability to cope with these changed conditions."

Mr. Deems said that one way to reinstate consumer confidence in advertising is for agencies and advertisers to avoid "the weasels, the unnecessary exaggerations, the double meanings, the sugar coatings, the crutch words and phrases and the innumerable other innocent deceptions that in the past we have always felt were dependable tools of our profession.

"Can this be done? Are there certain products that because of their very nature demand the use of these devices to attain volume sales? My personal opinion is that there isn't a product or service in existence that can't be advertised successfully without resorting to the use of gimmicks, provided it has merit and is competitive."

■ If advertising is to meet the economic challenge of the future, Mr. Deems continued, it must first "eliminate the petty misdemeanors that have subjected us to criticism. We must answer to complaints voiced by the FTC by teaching the offenders to stimulate instead of exaggerate, captivate instead of irritate, fascinate instead of nauseate." #

Corning Names DeMaio

Corning Glass Works, Corning, N.Y., has named Joseph S. DeMaio advertising and sales promotion manager of its electrical products division. He formerly was with National Gypsum Co., Buffalo, and Carborundum Co., Niagara Falls.

In Philadelphia nearly everybody reads The Bulletin

The Evening and Sunday Bulletin, Philadelphia

ADVERTISING OFFICES: Philadelphia • New York • Chicago
REPRESENTATIVES: *Sawyer Ferguson Walker Company* in Detroit • Atlanta • Los Angeles • San Francisco
FLORIDA RESORTS: *The Leonard Company* • Miami Beach

THIS IS THE NEW CHICAGO—WHERE GREAT THINGS ARE HAPPENING!

Other cities, like Chicago, are the home of millions. But how many boast a front yard like Chicago's? How many come complete with an attached garage?

Chicago's underground garage is a cave of wonders, not the least of which is the way it hides from view. Across its rooftop flowers grow...shoppers stroll...brass bands pass in review. Who would dream that, down below, some 5000 cars a day are moving in and out—just minutes away from stores and offices? Great things happen in Chicago!

In terms of physical change, more has happened in the last few years than in the previous twenty. But Chicago's greatest change is one of spirit. This new Chicago is youthful, eager, driving; this is the "go-go" town!

It takes a new kind of newspaper to capture this spirit—precisely why the Chicago Sun-Times has caught on as quickly as it has. Like Chicago itself, the Sun-Times sees through youthful eyes: not content to look back, but looking to a Chicago where still greater things will happen.

One result: today the young families of Chicago prefer the Sun-Times to any other newspaper.

THIS IS THE NEW SUN-TIMES—WHERE GREAT THINGS ARE HAPPENING!

Nineteenth in a series

Tucson

*Greater Tucson Population Estimate
Tucson Gas, Electric Light & Power Co.

POPULATION NOW...237,139*

4th Largest Population Center in the Eight Rocky Mountain States

The Arizona Daily Star
Morning and Sunday

Tucson Daily Citizen
Evening

If you want to cover Arizona the Star and Citizen are a must

2 Independent Newspapers Produced in the Same Plant • Represented Nationally by Cresmer & Woodward, Inc.

JAMES F. MANN

ROME, GA., Nov. 17—James Farrell Mann Sr., 51, vp and general manager of the *Rome News-Tribune*, died Nov. 15 in Floyd Hospital. He had been ill for several months but had remained active until he entered the hospital Nov. 7.

After he was graduated from Auburn University, Mr. Mann joined the advertising staff of the *Times*, Gadsden, Ala. When his stepfather, the late B. H. Mooney Sr., acquired sole ownership of the *News-Tribune* in 1943, Mr. Mann came here as vp and chief executive of the newspaper. He was also vp of Rome Printing Co. He was a former state chairman of the Georgia Associated Press.

MALCOLM K. WRIGHT

PHILADELPHIA, Nov. 17—Malcolm K. Wright, 70, who until his retirement five years ago was advertising manager of Baldwin-Lima-Hamilton Corp., locomotive manufacturer, died Nov. 9 at his home in nearby Drexel Hill. Mr. Wright had been with Baldwin for 45 years. He was a former president of the Eastern Industrial Advertisers and was well known as an amateur magician.

GERALD L. SEAMAN

MILWAUKEE, Nov. 17—Gerald L. Seaman, 47, radio-tv director of Bert S. Gittins Advertising, died of a heart attack Nov. 8 while raking leaves at his home in suburban Shorewood.

Mr. Seaman had been producer of NBC's "National Farm & Home Hour" radio show since joining the Gittins agency 14 years ago. Last month, he received an honorary American Farmer degree at the national convention of the Future Farmers of America at Kansas City.

Born on a farm near Redfield, Ia., Mr. Seaman received a master's degree at Iowa State College. He was a field editor for *New Jersey Farm & Garden* and was a space salesman for *Daily Drovers Journal*.

■ He also taught journalism at North Dakota Agricultural College, Fargo, N. D., where he served on the staff of WDAY. He was press and radio chief for the U. S. Soil Conservation Service, Milwaukee, before joining Gittins.

JOHN F. FALICKI

ONAMIA, MINN., Nov. 17—John F. Falicki, 38, publishing director of *Modern Office Procedures*, a publication of Industrial Publishing Corp., Cleveland, died last week in a hunting accident near here. Mr. Falicki had gone out in a canoe to retrieve a duck about 600 yards from the shore of a lake, and rough water overturned the canoe.

■ Mr. Falicki had been associated with Industrial Publishing Corp. during most of his business career, and headed *Modern Office Procedures* since its inception in 1956. He was graduated from Western Reserve University and served as a combat engineer in the Army during World War II. He is survived by his widow and four children.

ARTHUR JUDSON BREWSTER

SYRACUSE, Nov. 17—Arthur Judson Brewster, 83, advertising executive, died Nov. 9 in Syracuse General Hospital. He was former advertising manager for Smith-Corona-Marchant Inc.

For 25 years he was a chairman of the advertising department of the college of business administration, Syracuse University.

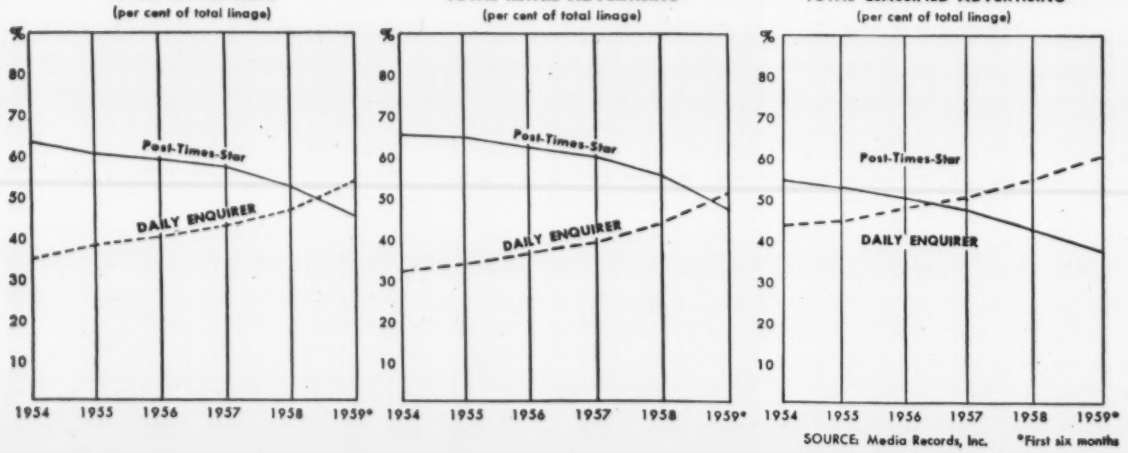
Mr. Brewster was author of several textbooks on advertising. Born in North Syracuse, he was graduated from Yale University in 1897.

■ A reporter for the *Syracuse Post Standard* for 15 years, Mr. Brewster was advertising manager for L. C. Smith Typewriter Co. from 1912 to 1946. Following his retirement from the university in 1944, Mr. Brewster was honored by the Syracuse Advertising & Sales Club with the establishment of the Arthur J. Brewster Scholarship, an annual $100 grant to the outstanding junior in advertising.

PATRICIA BLONDAL

MONTREAL, Nov. 17—Mrs. Patricia Blondal, 32, long associated with leading advertising agencies here and outstanding for her radio and television scripts, died here Nov. 6. One of Canada's most promising novelists, her latest book, "From Heaven With a Shout," is under option to Simon & Shuster, New York publisher. Another, "A Candle to Light the Sun," is scheduled for spring publication by McLelland & Stewart, Toronto.

The trend is continues to the "morning" *in solid Cincinnati*



SOURCE: Media Records, Inc. *First six months

The year-by-year records leave no doubt about it: retailers and national advertisers are relying more and more on the morning Enquirer in this great metropolitan area. Reason: it's the proven way to reach the solid market-that-matters . . . the have-more, live-better, spend-more people it pays to be in solid with. (Fact in point: The Daily Enquirer home audience has a median income $600 higher than the median for the 19-county, 3-state Cincinnati market.) The new 1959 Top Ten Brands Survey is now available with many additional facts you'll want. Write, wire or phone The Enquirer's Research Department.

Represented by Moloney, Regan & Schmitt, Inc.

Solid Cincinnati reads the Cincinnati Enquirer

Newsweek had more new advertisers in the first 10 months of 1959 than any other newsweekly, as it did for the full year, 1958.

Ask your agency.

Newsweek

First in its field in ad pages

The different newsweekly for communicative people

in
TOLEDO
you know
where you're
going with
WSPD
radio
(NBC NETWORK)

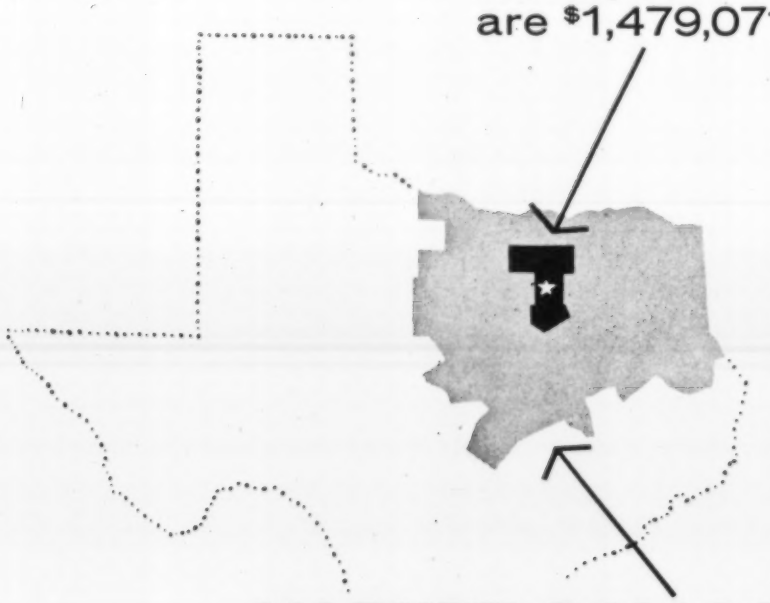
Blow the whistle if your sales are lagging in booming Toledo . . . More audience around the clock than the next two stations combined! 1st in Toledo for 38 years— WSPD, the habit station. Call Katz for fast action.

a STORER station

National Sales Offices:
625 Madison Ave., N.Y. 22
230 N. Michigan Ave., Chicago 1

JUICY—*Del Monte is running ads like this for its fruit drinks for the next four months in Everywoman's Family Circle, Look, Parents' Magazine, Saturday Evening Post, Seventeen and Woman's Day.*

Metropolitan Dallas' sales are $1,479,071,000!



MARKET DALLAS' sales are $4,208,783,000!

In the three counties recently added to the Dallas Standard Metropolitan Area The Dallas News has 60.1% larger circulation than Dallas' other newspaper!

In the Market Dallas counties surrounding Metropolitan Dallas The News' circulation exceeds the other paper's by 357.7%!

Of Metropolitan Dallas' retail sales, 21.5% are traceable to customers from the surrounding market area who look to Dallas as their big city — and The News as their big newspaper.

Only through The News' larger circulation does advertising accomplish its full potential in *both* Metropolitan Dallas and larger, richer Market Dallas!

SM, May 10, 1959

THE DALLAS MORNING NEWS

CRESMER & WOODWARD, INC. • National Representative • New York • Chicago
Detroit • Atlanta • Los Angeles • San Francisco

'Gas Saver' Gadget Promoters Arraigned on Mail Fraud Count

DETROIT, Nov. 17—Four New York residents indicted on mail fraud charges by a federal grand jury here were arraigned in federal court last week and pleaded not guilty. They were placed under bond of $5,000 each by federal Judge Clifford O'Sullivan.

Terms of the bonding will permit the four to return to New York in the time between now and trial, date of which has not been set. All are said to be associated there with other advertising activities, not involved in the alleged fraud.

■ The four are named in a ten-count indictment charging they got $300,000 from customers responding to newspaper and magazine ads offering an automotive device, called the Turbo-Jet Converter, purported to cut automobile gasoline consumption in half.

Charged are David L. Ratke, Hartsdale, N. Y., said to be head of the operation; Monroe Caine, Scarsdale, N. Y.; Louis F. Wolf, Levittown, N. Y., and Abraham Wolf, New Rochelle, N. Y., a cousin of Louis.

Address given in the advertising, according to Robert E. De Mascio, assistant U. S. Attorney, was the Douglas Mfg. Co., 2591 E. Grand Blvd., Detroit. The address actually is that of a secretarial service which accepted mail containing orders and money and forwarded it to New York. Mr. De Mascio said he believed the Detroit address was used because the city is known as the hub of the automobile industry, adding status to the advertising.

■ Ronald B. Beaton, chief postal inspector in Detroit, said the operation had been watched for a year or more, and said previous activities of the four defendants also have been investigated in recent years.

The government charges the ads made false claims on gasoline savings. Mr. De Mascio said the converter named is a small anodized aluminum tube which is to be slipped on top of a car distributor and wired to spark plugs. It is described as costing 18¢ to produce, to have been purchased by the operators named for 50¢ and resold to customers for $3.98. Mr. De Mascio said the government will endeavor to prove the device is worthless and that statements in advertising saying it had been tested and run on automobiles with resulting operation on "half gas and half air" are false. He also said statements attributed to U. S. government "scientists" reporting fuel savings on Army cars, trucks, tanks, jeeps and even airplanes also will be proven false.

■ Mr. De Mascio said Mr. Ratke appeared to be the head of the group and is known as a promoter of mail order enterprises in the East. He said he and Mr. Caine now are under indictment by a New York grand jury citing false and misleading information in the advertising of a pocket radio. #

Parrish Opens Display Division

Amos Parrish & Co., New York, retailing and marketing consultant, has opened a display service division under the direction of Robert Leyden, formerly with the stores promotion division of the company. The new division will provide both syndicated display service and custom work for stores. The service will be sold exclusively to one store in each city, and a catalog of available material will be issued about four times each year. The current catalog covers January White Goods events, January clearances, Valentine's Day, Spring sales and Easter.

IN DETROIT

300,000*

families read no other daily newspaper!

*Fifth Quinquennial Survey of the Detroit Market

DETROIT is a compact, six-county market. In this area, factory workers earn the highest average weekly wage of any major market in the nation. Here, stores do a retail business of 5 billion dollars annually. Here, The Detroit News has, by far, the largest weekday and Sunday circulation—including 300,000 families who read no other daily Detroit newspaper! Here, The News is the dominant advertising medium, carrying more than 50% of the 3 newspapers' total linage.

DETROIT MEANS BUSINESS. Business means The News. To do more business in Detroit tomorrow, use The Detroit News today.

The Detroit News

475,873 weekdays . . . 596,884 Sunday ABC 3-31-59

New York Office: Suite 1237, 60 E. 42nd St. • **Chicago Office:** 435 N. Michigan Ave., Tribune Tower
Pacific Office: 785 Market St., San Francisco • **Miami Beach:** The Leonard Co., 311 Lincoln Road

Census Figures on Retail Sales by Metropolitan Areas, 1954-1958

(000 omitted)

Area	Total	Food group	Eating, drinking places	General merchandise	Apparel, accessories	Furniture, home furnishings, appliances	Automotive group	Gasoline service stations	Lbr., bldg. matls., hdwe., farm equip. dealers	Drug, proprietary stores	Other retail stores	Nonstore retailers
AKRON, OHIO												
1958	583,575	158,189	47,675	93,858	24,838	21,255	101,999	42,578	36,036	19,412	28,297	9,438
1954	525,639	129,124	42,963	78,229	23,005	25,146	98,103	31,780	42,187	16,283	26,742	12,077
Percent change	+ 11	+ 23	+ 11	+ 20	+ 8	- 15	+ 4	+ 34	- 15	+ 19	+ 6	- 22
*ALBANY-SCHENECTADY-TROY, N.Y.												
1958	815,925	222,089	68,485	65,409	57,983	38,364	123,056	45,656	34,995	23,123	82,743	54,022
1954	731,655	182,351	59,002	61,165	62,083	36,112	111,923	36,510	36,913	17,578	73,807	54,211
Percent change	+ 12	+ 22	+ 16	+ 7	- 7	+ 6	+ 10	+ 25	+ 5	+ 32	+ 12	0
ALBUQUERQUE, N.M.												
1958	298,791	63,986	20,801	33,542	17,242	20,530	59,891	23,363	19,875	12,209	23,050	4,302
1954	218,119	45,408	16,118	27,325	13,383	13,234	45,023	16,643	13,976	7,427	16,620	2,962
Percent change	+ 37	+ 41	+ 29	+ 23	+ 29	+ 55	+ 33	+ 40	+ 42	+ 64	+ 39	+ 45
ALLENTOWN-BETHLEHEM-EASTON, PA.												
1958	527,274	128,027	39,499	75,023	30,661	32,247	77,572	33,443	31,494	15,248	51,533	12,527
1954	476,407	109,759	33,860	56,479	32,622	27,443	76,555	27,407	32,241	11,989	47,831	20,221
Percent change	+ 11	+ 17	+ 17	+ 33	- 6	+ 18	+ 1	+ 22	- 2	+ 27	+ 8	- 38
ALTOONA, PA.												
1958	128,363	31,848	9,016	15,743	10,736	8,413	21,896	8,802	6,216	3,715	8,945	3,033
1954	119,518	32,797	6,993	13,679	7,109	7,299	22,388	7,811	6,695	2,850	8,519	3,378
Percent change	+ 7	- 3	+ 29	+ 15	+ 51	+ 15	- 2	+ 13	- 7	+ 30	+ 5	- 10
AMARILLO, TEXAS												
1958	202,131	35,084	12,012	21,205	16,327	10,210	43,359	15,618	14,607	8,064	17,629	8,016
1954	174,543	29,286	9,809	13,737	14,844	8,073	41,834	13,080	13,259	5,954	17,598	7,069
Percent change	+ 16	+ 20	+ 22	+ 54	+ 10	+ 26	+ 4	+ 19	+ 10	+ 35	0	+ 13
*ANDERSON, IND.												
1958	131,421	36,793	8,797	12,539	6,596	6,558	19,058	8,996	12,966	5,608	10,880	2,630
1954	121,266	28,434	7,796	11,113	8,399	6,658	24,382	8,199	10,598	4,497	10,560	630
Percent change	+ 8	+ 29	+ 13	+ 13	- 21	- 2	- 22	+ 10	+ 22	+ 25	+ 3	+ 317
*ANN ARBOR, MICH.												
1958	177,130	41,225	11,258	14,057	13,632	11,634	29,422	15,038	16,051	7,913	15,322	1,578
1954	159,963	38,315	12,175	12,185	12,197	7,133	33,506	11,793	12,396	6,698	11,810	1,755
Percent change	+ 11	+ 8	- 8	+ 15	+ 12	+ 63	- 12	+ 28	+ 29	+ 18	+ 30	- 10
ASHEVILLE, N.C.												
1958	136,847	31,557	8,410	19,914	7,746	7,068	21,348	11,750	4,806	4,013	17,753	2,482
1954	119,293	26,118	5,628	19,826	6,116	5,621	16,538	8,747	8,291	3,356	17,570	1,482
Percent change	+ 15	+ 21	+ 49	0	+ 27	+ 26	+ 29	+ 34	- 42	+ 20	+ 1	+ 67
*ATLANTA, GA.												
1958	1,211,163	256,795	66,364	189,444	71,620	47,459	198,512	83,083	64,356	40,149	94,398	98,983
1954	997,999	202,120	53,219	152,267	(D)	(D)	172,705	58,047	61,657	33,07	83,275	84,288
Percent change	+ 21	+ 27	+ 25	+ 24	NA	NA	+ 15	+ 43	+ 4	+ 21	+ 13	+ 17
ATLANTIC CITY, N.J.												
1958	228,526	56,203	40,419	12,033	21,249	10,112	20,115	12,896	9,931	7,767	31,657	6,144
1954	219,485	49,243	40,894	11,228	18,430	9,900	24,206	10,014	10,172	7,211	31,230	6,957
Percent change	+ 4	+ 14	- 1	+ 7	+ 15	+ 2	- 17	+ 29	- 2	+ 9	+ 1	- 12
AUGUSTA, GA.												
1958	187,199	47,628	9,752	23,983	13,157	9,331	32,957	14,518	11,852	6,339	16,480	1,202
1954	195,579	51,829	12,706	24,640	11,948	10,229	39,076	14,445	8,720	5,847	14,236	1,903
Percent change	- 4	- 8	- 23	- 3	+ 10	- 9	- 16	+ 1	+ 36	+ 8	+ 16	- 37
AUSTIN, TEXAS												
1958	213,935	49,123	16,739	19,274	19,880	12,111	34,255	17,963	17,145	7,856	16,001	3,588
1954	184,623	38,727	15,041	17,354	15,859	10,625	31,311	12,523	15,588	6,032	15,654	5,909
Percent change	+ 16	+ 27	+ 11	+ 11	+ 25	+ 14	+ 9	+ 43	+ 10	+ 30	+ 2	- 39
*BAKERSFIELD, CALIF.												
1958	365,931	83,771	28,409	34,263	20,156	22,260	60,002	36,250	34,889	11,041	27,632	7,258
1954	294,620	72,665	23,708	32,685	12,819	15,367	47,456	26,908	29,022	8,469	22,720	2,801
Percent change	+ 24	+ 15	+ 20	+ 5	+ 57	+ 45	+ 26	+ 35	+ 20	+ 30	+ 22	+ 159
*BALTIMORE, MD.												
1958	1,901,256	475,822	190,435	222,897	117,147	87,585	265,510	115,383	82,245	83,624	159,441	101,167
1954	1,621,331	390,533	171,975	210,867	(D)	(D)	231,493	85,139	79,245	(D)	134,441	81,657
Percent change	+ 17	+ 22	+ 11	+ 6	NA	NA	+ 15	+ 36	+ 4	NA	+ 19	+ 24
BATON ROUGE, LA.												
1958	272,197	57,591	15,324	33,866	19,251	15,402	53,215	21,993	22,448	11,267	16,313	5,527
1954	197,760	38,780	12,064	23,328	15,799	12,337	40,003	14,292	16,939	7,520	12,117	4,581
Percent change	+ 38	+ 49	+ 27	+ 45	+ 22	+ 25	+ 33	+ 54	+ 33	+ 50	+ 35	+ 21
BAY CITY, MICH.												
1958	110,052	30,953	8,019	11,358	7,321	7,256	16,213	8,296	9,470	4,264	5,595	1,307
1954	102,171	24,376	7,510	10,661	6,072	8,776	18,353	7,066	9,159	3,758	4,814	1,626
Percent change	+ 8	+ 27	+ 7	+ 7	+ 21	- 17	- 12	+ 17	+ 3	+ 13	+ 16	- 20
*BEAUMONT-PORT ARTHUR, TEXAS												
1958	329,338	93,225	17,634	35,005	22,450	16,517	52,610	27,397	23,324	12,260	24,960	3,956
1954	285,146	73,776	16,253	29,716	19,675	15,784	53,198	21,249	20,178	8,945	22,508	3,864
Percent change	+ 15	+ 26	+ 8	+ 18	+ 14	+ 5	- 1	+ 29	+ 16	+ 37	+ 11	+ 2
BINGHAMTON, N.Y.												
1958	247,651	58,927	19,793	30,854	15,582	12,739	44,969	14,530	13,508	7,753	19,918	9,078
1954	220,625	52,655	18,853	26,180	13,985	10,634	39,144	13,383	12,995	6,342	22,211	4,243
Percent change	+ 12	+ 12	+ 5	+ 18	+ 11	+ 20	+ 15	+ 9	+ 4	+ 22	- 10	+ 114
BIRMINGHAM, ALA.												
1958	669,418	157,175	35,706	96,039	48,936	36,306	119,528	42,737	33,258	25,236	60,428	14,069
1954	533,422	130,238	29,433	73,513	40,637	25,416	113,325	28,641	21,652	15,204	45,655	9,708
Percent change	+ 25	+ 21	+ 21	+ 31	+ 20	+ 43	+ 5	+ 49	+ 54	+ 66	+ 32	+ 45
BOSTON, MASS.												
1958	3,296,894	810,684	291,450	425,498	237,357	143,428	403,124	156,253	125,148	110,478	398,101	195,373
☆1954												
Percent change	+ 10	+ 5	+ 18	+ 18	+ 5	+ 11	- 7	+ 34	- 10	+ 18	+ 17	+ 26
BRIDGEPORT, CONN.												
1958	382,939	104,612	28,889	40,875	28,445	19,326	57,000	22,963	20,744	15,243	35,688	9,154
☆1954												
Percent change	+ 18	+ 22	+ 17	+ 28	+ 20	+ 8	+ 14	+ 42	+ 1	+ 24	+ 18	+ 12
BROCKTON, MASS.												
1958	154,623	39,609	10,565	17,656	10,521	7,496	24,074	9,362	6,384	3,859	19,837	5,260
☆1954												
Percent change	+ 1	+ 2	+ 6	+ 73	- 4	+ 33	+ 1	+ 1	- 40	- 29	- 10	- 23
BUFFALO, N.Y.												
1958	1,476,060	383,957	133,650	192,522	100,938	79,841	235,430	88,610	84,564	55,202	95,872	25,474
1954	1,362,921	340,720	131,956	160,372	112,018	67,451	222,041	72,706	95,492	39,644	92,186	28,335
Percent change	+ 8	+ 13	+ 1	+ 20	- 10	+ 18	+ 6	+ 22	- 11	+ 39	+ 4	- 10

Census Figures on Retail Sales by Metropolitan Areas, 1954-1958

(000 omitted)

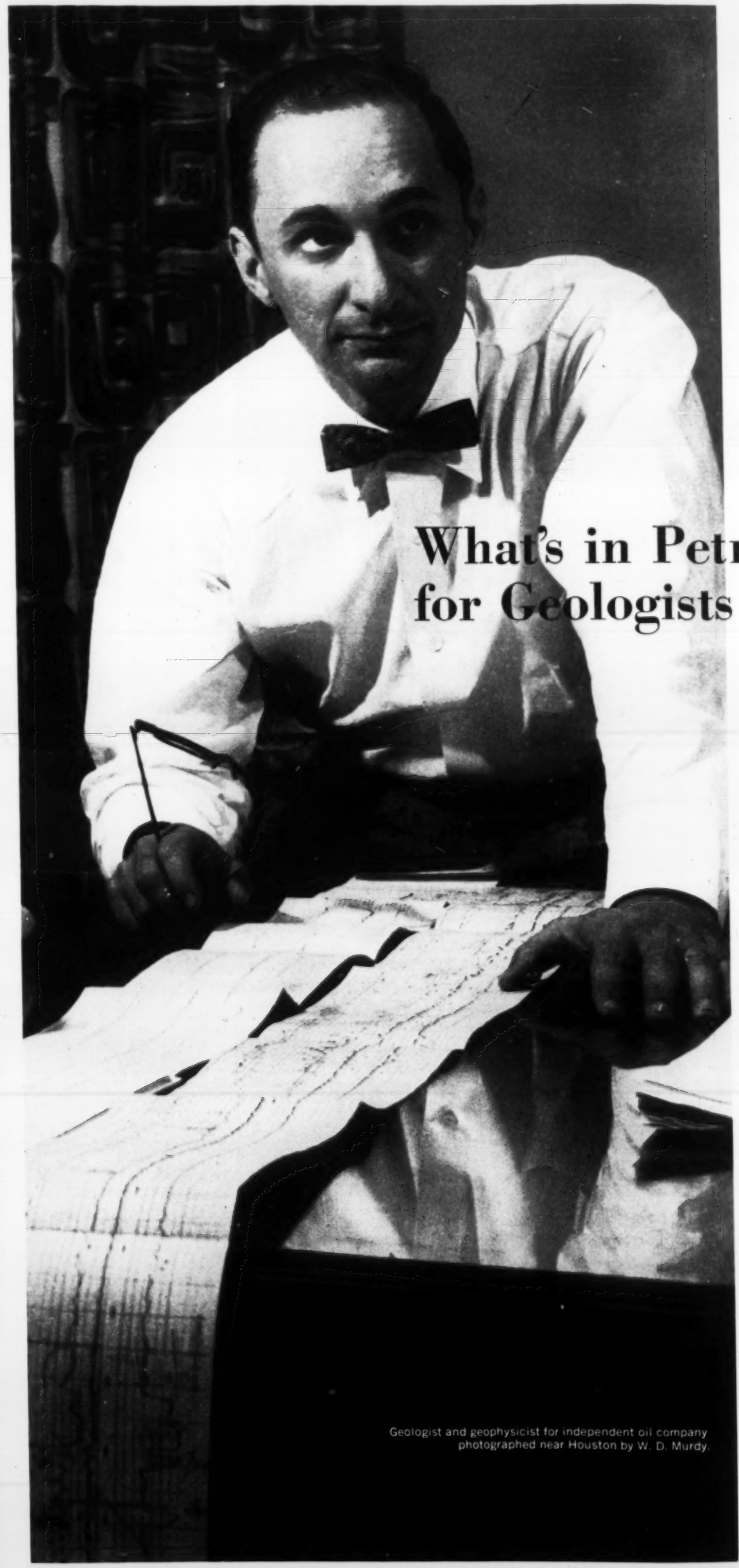
Area	Total	Food group	Eating, drinking places	General merchandise	Apparel, accessories	Furniture, home furnishings, appliances	Automotive group	Gasoline service stations	Lbr., bldg. matls., hdwe., farm equip. dealers	Drug, proprietary stores	Other retail stores	Nonstore retailers
CANTON, OHIO												
1958	374,217	98,075	26,961	48,295	21,862	21,581	58,460	26,233	28,006	12,617	26,916	5,211
1954	331,014	86,234	24,404	33,558	22,111	21,572	61,098	21,070	24,744	8,862	24,823	2,538
Percent change	+ 13	+ 14	+ 10	+ 44	- 1	0	- 4	+ 25	+ 13	+ 42	+ 8	+ 105
CEDAR RAPIDS, IOWA												
1958	176,003	41,363	11,129	17,809	15,168	13,164	29,588	13,338	13,364	6,333	12,769	1,978
1954	150,175	27,893	9,619	16,031	11,355	11,817	25,699	8,598	15,465	5,217	16,385	2,096
Percent change	+ 17	+ 48	+ 16	+ 11	+ 34	+ 11	+ 15	+ 55	- 14	+ 21	- 22	- 6
*CHAMPAIGN-URBANA, ILL.												
1958	139,283	30,597	11,060	18,547	7,501	5,936	23,151	10,600	14,707	4,573	10,593	2,018
1954	121,172	23,535	9,223	17,037	5,941	4,969	21,697	8,974	13,596	4,035	10,403	1,762
Percent change	+ 15	+ 30	+ 20	+ 9	+ 26	+ 19	+ 7	+ 18	+ 8	+ 13	+ 2	+ 15
CHARLESTON, S.C.												
1958	175,365	44,124	11,785	23,142	13,424	11,501	26,585	12,423	10,497	6,773	13,671	1,440
1954	158,623	38,722	8,484	17,917	13,107	11,131	26,223	10,876	13,596	5,575	11,506	1,486
Percent change	+ 11	+ 14	+ 39	+ 29	+ 2	+ 3	+ 1	+ 14	- 23	+ 21	+ 19	- 3
*CHARLESTON, W.VA.												
1958	272,519	72,172	14,877	45,473	15,695	14,533	40,079	19,526	12,888	11,113	22,782	3,381
1954	247,207	63,156	14,538	37,547	15,747	12,254	49,081	14,974	13,960	7,210	16,057	2,683
Percent change	+ 10	+ 14	+ 2	+ 21	0	+ 19	- 18	+ 30	- 8	+ 54	+ 42	+ 26
CHARLOTTE, N.C.												
1958	357,812	76,746	21,416	49,784	22,437	16,813	58,849	24,747	19,619	20,059	33,967	13,375
1954	264,258	43,601	16,783	38,109	17,261	11,606	43,790	20,182	15,684	14,895	34,056	8,291
Percent change	+ 35	+ 76	+ 28	+ 31	+ 30	+ 45	+ 34	+ 23	+ 25	+ 35	0	+ 61
CHATTANOOGA, TENN.												
1958	321,104	85,125	15,748	43,108	17,804	20,510	49,968	25,115	20,712	9,908	29,447	3,659
1954	269,120	64,988	15,906	33,169	18,923	15,208	43,817	20,120	18,316	7,544	27,581	3,548
Percent change	+ 19	+ 31	- 1	+ 30	- 6	+ 35	+ 14	+ 25	+ 13	+ 31	+ 7	+ 3
*CHICAGO, ILL.												
1958	8,416,413	1,948,355	767,533	929,183	611,732	399,912	1,077,789	462,716	418,112	301,229	725,714	774,138
1954	7,142,299	1,552,681	695,484	778,273	567,336	330,539	1,062,685	326,172	353,133	231,075	615,526	629,395
Percent change	+ 18	+ 25	+ 10	+ 19	+ 8	+ 21	+ 1	+ 42	+ 18	+ 30	+ 18	+ 23
CINCINNATI, OHIO												
1958	1,226,781	317,210	117,975	172,718	77,157	61,545	175,195	70,674	55,872	43,528	92,733	42,174
1954	1,151,383	279,482	111,633	151,304	73,823	58,214	196,305	59,737	67,291	37,419	83,909	32,266
Percent change	+ 7	+ 13	+ 6	+ 14	+ 5	+ 6	- 11	+ 18	- 17	+ 16	+ 11	+ 31
CLEVELAND, OHIO												
1958	2,222,864	570,706	192,182	361,919	121,866	115,731	324,977	136,469	119,079	87,321	153,645	38,969
1954	1,966,553	482,792	165,872	296,779	114,509	100,311	334,160	106,632	113,156	72,242	137,009	43,091
Percent change	+ 13	+ 18	+ 16	+ 22	+ 6	+ 15	- 3	+ 28	+ 5	+ 21	+ 12	- 10
*COLUMBIA, S.C.												
1958	242,132	52,388	11,699	31,697	18,926	11,461	46,781	21,015	15,786	7,072	21,508	3,799
1954	193,043	40,358	10,003	20,355	14,213	14,671	40,124	16,392	12,199	5,385	16,146	3,197
Percent change	+ 25	+ 30	+ 17	+ 56	+ 33	- 22	+ 17	+ 28	+ 29	+ 31	+ 33	+ 19
COLUMBUS, GA.												
1958	174,530	41,946	8,834	26,947	12,323	11,558	27,881	13,488	8,624	5,010	14,293	3,626
1954	154,180	36,821	9,968	20,366	(D)	9,606	28,062	11,502	4,953	4,825	13,640	(D)
Percent change	+ 13	+ 14	- 11	+ 32	NA	+ 20	- 1	+ 17	+ 74	+ 4	+ 5	NA
COLUMBUS, OHIO												
1958	834,951	185,607	71,281	128,554	52,366	42,173	143,682	57,505	52,872	31,210	53,692	16,009
1954	719,863	161,203	60,363	110,264	49,559	31,899	121,439	44,884	49,010	24,946	51,521	14,775
Percent change	+ 16	+ 15	+ 18	+ 17	+ 6	+ 32	+ 18	+ 28	+ 8	+ 25	+ 4	+ 8
CORPUS CHRISTI, TEXAS												
1958	240,266	61,290	13,529	30,549	13,286	12,212	45,864	16,703	18,749	7,961	16,753	3,370
1954	224,775	51,541	15,679	25,863	11,150	9,344	44,229	15,908	23,277	6,706	17,509	3,569
Percent change	+ 7	+ 19	+ 14	+ 18	+ 19	+ 31	+ 4	+ 5	- 19	+ 19	- 4	- 6
*DALLAS, TEXAS												
1958	1,408,013	309,670	83,095	144,550	116,595	62,011	263,182	94,840	72,260	53,645	118,666	89,499
1954	1,202,585	243,843	70,420	152,807	74,152	45,067	272,750	68,219	78,981	37,172	90,001	69,173
Percent change	+ 17	+ 27	+ 18	- 4	+ 57	+ 38	- 4	+ 39	- 9	+ 44	+ 32	+ 29
DAVENPORT, IOWA-ROCK ISLAND-MOLINE, ILL.												
1958	315,986	71,175	31,559	39,052	17,770	20,600	46,001	23,703	23,418	11,645	22,684	8,379
1954	290,955	64,219	28,371	34,945	15,959	13,401	51,304	18,862	21,385	9,571	26,598	6,340
Percent change	+ 9	+ 11	+ 11	+ 12	+ 11	+ 54	- 10	+ 26	+ 10	+ 22	- 15	+ 32
*DAYTON, OHIO												
1958	748,951	184,034	63,359	108,866	42,271	38,098	123,388	54,790	49,943	24,358	49,669	10,175
1954	678,461	159,187	54,433	92,804	40,526	36,637	127,867	41,360	42,164	21,984	51,511	9,988
Percent change	+ 10	+ 16	+ 16	+ 17	+ 4	+ 4	- 4	+ 32	+ 18	+ 11	- 4	+ 2
DECATUR, ILL.												
1958	152,773	35,413	12,376	21,590	8,171	8,036	28,080	11,690	10,587	2,918	11,100	2,812
1954	133,250	28,789	11,478	18,390	7,481	6,696	27,241	8,912	8,592	2,828	10,891	1,952
Percent change	+ 15	+ 23	+ 8	+ 17	+ 9	+ 20	+ 3	+ 31	+ 23	+ 3	+ 2	+ 44
*DENVER, COLO.												
1958	1,147,211	245,737	83,049	151,037	53,797	59,557	215,254	76,455	74,563	54,878	73,658	59,226
1954	944,601	209,856	67,502	113,960	47,772	51,599	184,913	57,335	60,122	45,542	65,404	40,596
Percent change	+ 21	+ 17	+ 23	+ 33	+ 13	+ 15	+ 16	+ 33	+ 24	+ 20	+ 13	+ 46
DES MOINES, IOWA												
1958	391,377	86,572	24,013	51,560	24,580	21,954	67,005	26,613	36,251	12,769	32,149	7,911
1954	309,954	61,545	20,756	41,882	19,418	15,512	66,858	21,446	20,490	10,893	25,144	6,010
Percent change	+ 26	+ 41	+ 16	+ 23	+ 27	+ 42	0	+ 24	+ 77	+ 17	+ 28	+ 32
DETROIT, MICH.												
1958	4,352,350	1,113,128	334,393	601,249	271,243	224,035	749,220	311,594	216,871	189,731	248,468	92,418
1954	4,216,003	979,940	327,044	509,129	273,354	211,521	888,164	260,718	245,985	173,970	237,133	109,045
Percent change	+ 3	+ 14	+ 2	+ 18	- 1	+ 6	- 16	+ 20	- 12	+ 9	+ 5	- 15
DUBUQUE, IOWA												
1958	95,400	20,502	6,846	15,234	3,834	5,132	13,915	5,983	9,324	3,013	10,862	755
1954	87,613	17,797	7,095	13,347	3,861	4,094	12,779	5,426	8,586	3,021	10,539	1,068
Percent change	+ 9	+ 15	- 4	+ 14	- 1	+ 25	+ 9	+ 10	+ 9	0	+ 3	- 29
DULUTH, MINN.-SUPERIOR, WIS.												
1958	304,214	79,202	23,287	36,958	21,091	12,758	47,051	22,903	18,134	10,927	21,516	10,387
1954	279,887	70,956	22,586	32,122	19,336	13,860	48,498	16,937	15,900	7,981	23,112	8,599
Percent change	+ 9	+ 12	+ 3	+ 15	+ 9	- 8	- 3	+ 35	+ 14	+ 37	- 7	+ 21
DURHAM, N.C.												
1958	109,638	26,452	5,483	16,941	6,681	6,296	17,461	7,463	7,217	3,967	10,590	1,087
1954	102,288	21,333	5,328	13,740	7,161	7,062	19,317	7,304	7,977	2,773	8,989	1,304
Percent change	+ 7	+ 24	+ 3	+ 23	- 7	- 11	- 10	+ 2	- 10	+ 43	+ 18	- 17

Notes: *—1954 line-of-trade data adjusted to conform with 1958 coverage specifications. ☆—1954 data omitted because of non-comparable coverage. □—1954 and 1958 data cover somewhat different areas, but the figures are roughly comparable. (D) figures withheld to avoid disclosure. NA—information not available.

Census Figures on Retail Sales by Metropolitan Areas, 1954-1958

(000 omitted)

Area	Total	Food group	Eating, drinking places	General merchandise	Apparel, accessories	Furniture, home furnishings, appliances	Automotive group	Gasoline service stations	Lbr., bldg. matls., hdwe., farm equip. dealers	Drug, proprietary stores	Other retail stores	Nonstore retailers
EL PASO, TEXAS												
1958	309,674	71,412	17,825	49,360	24,422	21,837	59,473	15,739	17,053	9,937	19,199	3,417
1954	245,403	56,091	16,048	38,444	18,028	15,095	44,914	13,953	15,835	7,498	15,724	3,773
Percent change	+ 26	+ 27	+ 11	+ 28	+ 35	+ 45	+ 32	+ 13	+ 8	+ 33	+ 22	- 9
ERIE, PA.												
1958	263,991	63,718	18,417	38,514	14,572	12,940	44,011	18,508	20,400	7,762	19,922	5,227
1954	252,702	60,293	17,013	29,383	15,814	13,357	50,721	14,068	19,629	6,241	19,157	7,026
Percent change	+ 4	+ 6	+ 8	+ 31	- 8	- 3	- 13	+ 32	+ 4	+ 24	+ 4	- 26
*EVANSVILLE, IND.												
1958	233,863	57,406	18,941	24,727	22,397	13,261	37,532	17,069	12,468	9,919	12,213	7,930
1954	214,589	50,231	17,987	22,978	20,780	(D)	32,700	15,675	13,959	7,727	14,995	(D)
Percent change	+ 9	+ 14	+ 5	+ 8	+ 8	NA	+ 15	+ 9	- 11	+ 28	- 19	NA
FALL RIVER, MASS.												
1958	136,517	41,691	10,520	10,299	13,695	10,569	15,089	6,483	6,777	4,818	14,930	1,646
1954	135,948	35,431	9,497	10,134	13,420	9,992	18,076	7,191	8,678	4,434	17,352	1,743
Percent change	0	+ 18	+ 11	+ 2	+ 2	+ 6	- 17	- 10	- 22	+ 9	- 14	- 6
*FITCHBURG-LEOMINSTER, MASS.												
1958	91,301	25,178	6,242	8,004	6,925	4,405	11,607	6,163	6,531	3,051	12,257	938
1954	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA
Percent change	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA
FLINT, MICH.												
1958	413,378	101,077	23,013	38,862	25,981	25,240	87,583	33,378	33,571	17,460	18,219	8,994
1954	420,649	94,248	26,524	35,149	27,761	28,747	97,601	30,245	38,001	16,228	19,202	6,943
Percent change	- 2	+ 7	- 13	+ 11	- 6	- 12	- 10	+ 10	- 12	+ 8	- 5	+ 30
FORT SMITH, ARK.												
1958	92,443	18,262	4,937	10,588	7,553	4,959	19,615	6,802	8,595	2,877	6,974	1,281
1954	85,748	17,345	5,577	10,476	5,765	3,761	19,927	5,259	7,617	2,470	6,279	1,272
Percent change	+ 8	+ 5	- 11	+ 1	+ 31	+ 32	- 2	+ 29	+ 13	+ 16	+ 11	+ 1
FORT WAYNE, IND.												
1958	289,968	69,235	22,571	44,491	16,009	12,361	50,482	20,115	16,374	8,941	23,105	6,284
1954	239,671	39,998	19,220	39,694	15,844	12,680	47,970	15,401	14,871	7,244	19,401	7,348
Percent change	+ 21	+ 73	+ 17	+ 12	+ 1	- 3	+ 5	+ 31	+ 10	+ 23	+ 19	- 14
*FORT WORTH, TEXAS												
1958	689,550	168,583	38,298	90,217	26,767	24,316	133,022	49,643	46,255	26,938	44,365	41,146
1954	588,890	132,221	32,950	84,661	27,226	21,046	125,426	34,689	37,483	22,288	40,421	30,479
Percent change	+ 17	+ 28	+ 16	+ 7	- 2	+ 16	+ 6	+ 43	+ 23	+ 21	+ 10	+ 35
FRESNO, CALIF.												
1958	465,110	105,558	32,046	44,049	27,126	22,657	79,069	35,496	43,242	16,467	46,928	12,472
1954	369,863	96,392	26,729	28,890	22,895	27,041	50,046	25,313	35,373	12,482	39,846	4,856
Percent change	+ 26	+ 10	+ 20	+ 52	+ 18	- 16	+ 58	+ 40	+ 22	+ 32	+ 18	+ 157
GADSDEN, ALA.												
1958	78,162	20,686	2,793	11,172	6,438	4,843	14,457	5,807	5,364	2,720	3,510	372
1954	72,005	20,236	2,523	8,640	4,946	4,394	14,138	5,472	5,279	2,178	3,783	416
Percent change	+ 9	+ 2	+ 11	+ 29	+ 30	+ 10	+ 2	+ 6	+ 2	+ 25	- 7	- 11
GALVESTON, TEXAS												
1958	145,348	44,773	12,360	13,801	6,814	7,588	18,687	12,247	9,364	6,545	11,699	1,470
1954	126,450	32,151	13,909	11,634	9,979	6,681	15,659	9,415	9,871	5,085	11,538	528
Percent change	+ 15	+ 39	- 11	+ 19	- 32	+ 14	+ 19	+ 30	- 5	+ 29	+ 1	+ 178
*GARY-HAMMOND-EAST CHICAGO, IND.												
1958	612,367	170,807	49,533	72,322	43,459	31,035	83,667	48,839	38,915	20,978	40,206	12,606
1954	514,705	129,179	42,461	54,973	33,430	25,879	87,930	35,800	41,076	15,191	36,692	12,094
Percent change	+ 19	+ 32	+ 17	+ 33	+ 30	+ 20	- 5	+ 36	- 5	+ 38	+ 10	+ 4
GRAND RAPIDS, MICH.												
1958	412,186	105,930	23,460	47,351	23,467	25,013	69,714	34,629	31,120	19,233	24,314	7,955
1954	393,926	89,826	22,481	52,363	23,505	19,361	70,000	26,944	33,661	18,678	27,477	9,630
Percent change	+ 5	+ 18	+ 4	- 10	0	+ 29	0	+ 29	- 8	+ 3	- 12	- 17
GREEN BAY, WIS.												
1958	153,514	36,844	12,308	19,405	9,932	9,104	23,383	9,179	10,723	4,329	16,377	1,930
1954	129,203	31,400	11,376	16,428	8,443	7,041	19,283	5,940	9,692	3,024	14,466	2,110
Percent change	+ 19	+ 17	+ 8	+ 18	+ 18	+ 29	+ 21	+ 55	+ 11	+ 43	+ 13	- 9
GREENSBORO-HIGH POINT, N.C.												
1958	303,003	59,266	14,535	34,634	18,724	12,665	43,739	19,303	16,464	9,252	25,442	48,979
1954	246,724	48,381	9,922	26,083	(D)	11,935	39,397	15,193	14,341	6,011	22,458	(D)
Percent change	+ 23	+ 22	+ 46	+ 33	NA	+ 6	+ 11	+ 27	+ 15	+ 54	+ 13	NA
GREENVILLE, S.C.												
1958	197,377	49,319	6,506	29,070	9,487	10,990	35,406	14,734	16,474	7,003	13,842	4,546
1954	173,668	39,287	6,918	26,009	10,243	11,329	33,344	13,697	12,635	5,237	12,625	2,344
Percent change	+ 14	+ 26	- 6	+ 12	- 7	- 3	+ 6	+ 8	+ 30	+ 34	+ 10	+ 94
HAMILTON-MIDDLETOWN, OHIO												
1958	189,297	51,368	17,374	21,030	11,619	12,056	27,623	14,490	11,912	6,255	13,215	2,355
1954	180,836	40,944	14,647	17,307	10,042	10,735	33,086	11,077	22,278	4,543	14,328	1,849
Percent change	+ 5	+ 25	+ 19	+ 22	+ 16	+ 12	- 17	+ 31	- 47	+ 38	- 8	+ 27
HARRISBURG, PA.												
1958	405,673	92,636	32,168	45,705	28,634	19,457	74,829	28,300	25,513	14,034	32,369	12,028
1954	351,816	71,773	28,870	36,228	25,178	17,700	71,277	22,551	22,161	10,719	32,938	12,421
Percent change	+ 15	+ 29	+ 11	+ 26	+ 14	+ 10	+ 5	+ 25	+ 15	+ 31	- 2	- 3
HARTFORD, CONN.												
1958	699,381	161,737	54,672	106,526	39,103	38,405	106,962	41,268	32,761	29,988	77,818	10,141
1954	540,657	113,751	40,612	79,426	37,048	27,337	87,925	28,646	28,505	21,450	63,157	12,800
Percent change	+ 29	+ 42	+ 35	+ 34	+ 6	+ 40	+ 22	+ 44	+ 15	+ 40	+ 23	- 21
HONOLULU, HAWAII												
1958	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA
1954	333,025	84,738	39,024	41,077	22,878	18,612	53,443	21,957	6,291	11,260	24,592	9,153
Percent change	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA
HOUSTON, TEXAS												
1958	1,568,665	394,984	89,161	214,995	102,123	75,741	286,444	112,951	93,109	64,238	106,383	28,536
1954	1,213,580	291,368	75,455	149,420	79,982	69,010	231,049	78,247	83,160	38,218	98,928	18,743
Percent change	+ 29	+ 36	+ 18	+ 44	+ 28	+ 10	+ 24	+ 44	+ 12	+ 68	+ 8	+ 52
HUNTINGTON, W.VA.-ASHLAND, KY.												
1958	259,155	67,640	14,894	41,374	16,920	13,018	40,217	17,273	15,554	8,036	16,368	7,861
1954	222,994	56,131	12,670	27,835	15,366	13,005	40,026	13,811	15,220	6,339	15,128	7,463
Percent change	+ 16	+ 21	+ 18	+ 49	+ 10	0	0	+ 25	+ 2	+ 27	+ 8	+ 5
INDIANAPOLIS, IND.												
1958	962,310	208,479	73,791	159,986	39,170	51,601	160,583	62,722	46,734	47,091	74,146	38,007
1954	826,931	156,341	66,996	130,806	36,857	43,246	165,142	49,822	46,716	38,410	58,580	34,015
Percent change	+ 16	+ 33	+ 10	+ 22	+ 6	+ 19	- 3	+ 26	0	+ 23	+ 27	+ 12



Geologist and geophysicist for independent oil company photographed near Houston by W. D. Murdy.

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Census Figures on Retail Sales by Metropolitan Areas, 1954-1958

(000 omitted)

Area	Total	Food group	Eating, drinking places	General merchandise	Apparel, accessories	Furniture, home furnishings, appliances	Automotive group	Gasoline service stations	Lbr., bldg. matls., hdwe., farm equip. dealers	Drug, proprietary stores	Other retail stores	Nonstore retailers
JACKSON, MICH.												
1958	140,021	34,938	9,474	16,943	7,904	6,598	22,884	11,597	12,053	5,705	9,021	2,904
1954	126,679	29,321	9,814	11,970	8,808	6,403	24,835	9,309	10,843	4,729	9,769	878
Percent change	+ 11	+ 19	- 3	+ 42	- 10	+ 3	- 8	+ 25	+ 11	+ 21	- 8	+ 231
JACKSON, MISS.												
1958	217,971	50,845	10,545	28,839	16,196	12,474	45,426	13,877	12,954	7,848	13,393	5,574
1954	157,011	33,320	8,267	22,242	12,394	7,566	36,472	10,955	9,189	5,155	9,537	1,914
Percent change	+ 39	+ 53	+ 28	+ 30	+ 31	+ 65	+ 25	+ 27	+ 41	+ 52	+ 40	+ 191
JACKSONVILLE, FLA.												
1958	502,762	123,098	28,514	48,130	33,136	26,997	102,995	33,337	23,172	18,520	52,336	12,527
1954	438,818	108,494	27,913	38,989	27,970	22,837	103,276	23,395	22,982	15,180	41,060	6,722
Percent change	+ 15	+ 13	+ 2	+ 23	+ 18	+ 18	0	+ 42	+ 1	+ 22	+ 27	+ 86
*JERSEY CITY, N.J.												
1958	614,329	180,987	69,991	30,834	62,105	38,634	71,548	34,237	23,374	17,610	68,446	16,563
1954	599,400	181,346	68,803	27,193	59,704	40,157	75,705	26,163	22,772	16,130	64,908	16,519
Percent change	+ 2	0	+ 2	+ 13	+ 4	- 4	- 5	+ 31	+ 3	+ 9	+ 5	0
JOHNSTOWN, PA.												
1958	256,081	64,456	18,017	40,878	13,266	13,137	42,528	17,501	18,563	5,483	18,993	3,259
1954	222,725	55,635	13,814	36,715	10,059	9,282	40,476	15,200	14,820	4,276	17,418	5,030
Percent change	+ 15	+ 16	+ 30	+ 11	+ 32	+ 42	+ 5	+ 15	+ 25	+ 28	+ 9	- 35
KALAMAZOO, MICH.												
1958	193,827	46,368	9,783	21,936	10,611	12,701	32,375	15,552	18,564	8,497	14,056	3,384
1954	164,394	35,292	10,390	14,004	9,829	10,878	33,218	10,910	17,174	6,963	13,110	2,626
Percent change	+ 18	+ 31	- 6	+ 57	+ 8	+ 17	- 3	+ 43	+ 8	+ 22	+ 7	+ 29
KANSAS CITY, MO.												
1958	1,425,255	304,398	88,653	176,836	89,226	59,676	219,115	80,753	76,039	69,699	74,490	186,370
1954	1,274,497	237,996	82,373	131,723	80,276	54,338	230,907	62,245	93,852	62,099	(D)	(D)
Percent change	+ 12	+ 28	+ 8	+ 34	+ 11	+ 10	- 5	+ 30	- 19	+ 12	NA	NA
KENOSHA, WIS.												
1958	94,936	25,526	9,057	8,296	5,718	4,370	14,424	6,417	7,279	3,220	8,787	1,842
1954	87,633	23,535	8,484	5,471	5,641	5,074	13,425	5,757	8,252	2,744	7,748	1,502
Percent change	+ 8	+ 8	+ 7	+ 52	+ 1	- 14	+ 7	+ 11	- 12	+ 17	+ 13	+ 23
KNOXVILLE, TENN.												
1958	344,010	88,352	18,591	57,099	14,474	14,249	57,249	29,133	18,505	13,375	23,135	9,848
1954	342,335	83,045	19,881	51,247	16,447	15,494	63,707	26,338	21,309	10,649	26,275	7,943
Percent change	0	+ 6	- 6	+ 11	- 12	- 8	- 10	+ 11	- 13	+ 26	- 12	+ 24
LANCASTER, PA.												
1958	297,989	63,671	18,691	33,429	14,003	16,288	51,726	19,040	21,931	6,159	45,068	7,983
1954	268,262	54,301	15,613	25,864	13,842	13,547	51,968	15,760	20,535	5,324	41,957	9,551
Percent change	+ 11	+ 17	+ 20	+ 29	+ 1	+ 20	0	+ 21	+ 7	+ 16	+ 7	- 16
*LANSING, MICH.												
1958	330,507	80,113	19,662	41,964	16,538	15,498	65,515	27,134	25,614	11,776	20,824	5,869
1954	313,124	68,818	18,585	36,516	17,133	12,068	69,715	22,784	31,253	10,151	22,006	4,095
Percent change	+ 6	+ 16	+ 6	+ 15	- 3	+ 28	- 6	+ 19	- 18	+ 16	- 5	+ 43
LAREDO, TEXAS												
1958	56,874	13,203	2,552	10,549	9,856	1,656	6,375	3,556	4,038	1,973	2,873	243
1954	47,280	11,505	2,160	6,809	7,702	1,725	6,677	3,061	3,082	1,437	2,696	426
Percent change	+ 20	+ 15	+ 18	+ 55	+ 28	- 4	- 5	+ 16	+ 31	+ 37	+ 7	- 43
*LAWRENCE, MASS.-HAVERHILL, N.H.												
1958	208,867	58,491	16,410	18,713	17,224	10,602	28,145	11,495	10,052	7,123	25,942	4,670
☆1954												
Percent change	+ 74	+ 88	+ 66	+ 166	+ 41	+ 71	+ 69	+ 92	+ 23	+ 81	+ 71	+ 24
*LEWISTON-AUBURN, MAINE												
1958	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA
1954	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA
Percent change	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA
LEXINGTON, KY.												
1958	166,441	32,471	9,015	22,588	14,485	8,556	26,214	10,536	13,485	6,256	18,748	4,087
1954	129,508	24,488	7,502	19,045	12,619	6,308	19,245	7,693	10,771	4,689	14,751	2,397
Percent change	+ 29	+ 33	+ 20	+ 19	+ 15	+ 36	+ 36	+ 37	+ 25	+ 33	+ 27	+ 71
LIMA, OHIO												
1958	123,660	30,522	7,245	18,128	5,517	5,013	20,017	8,459	12,324	3,518	8,966	3,951
1954	109,684	24,913	7,328	15,971	5,742	5,442	18,194	6,974	9,967	2,702	(D)	(D)
Percent change	+ 13	+ 23	- 1	+ 14	- 4	- 8	+ 10	+ 21	+ 24	+ 30	NA	NA
LINCOLN, NEBR.												
1958	179,147	35,405	10,424	36,945	10,078	7,511	33,029	13,033	12,834	6,443	12,190	1,255
1954	152,393	25,263	9,791	32,762	10,416	7,545	22,587	10,366	14,080	5,585	12,784	1,214
Percent change	+ 18	+ 40	+ 6	+ 13	- 3	0	+ 46	+ 26	- 9	+ 15	- 5	+ 3
LITTLE ROCK-NORTH LITTLE ROCK, ARK.												
1958	283,315	63,604	15,018	41,950	15,354	15,915	59,183	21,906	15,254	9,886	20,107	5,138
1954	224,068	47,082	15,423	36,062	11,830	10,497	47,571	13,829	13,283	7,348	17,214	3,929
Percent change	+ 26	+ 35	- 3	+ 16	+ 30	+ 52	+ 24	+ 58	+ 15	+ 35	+ 17	+ 31
LORAIN-ELYRIA, OHIO												
1958	192,836	55,205	14,971	20,861	9,367	7,960	31,435	16,124	16,590	5,657	11,700	2,966
1954	176,015	46,997	13,532	15,540	10,972	10,903	34,226	11,145	15,332	4,819	10,706	1,843
Percent change	+ 10	+ 17	+ 11	+ 34	- 15	- 27	- 8	+ 45	+ 8	+ 17	+ 9	+ 61
LOS ANGELES-LONG BEACH, CALIF.												
1958	8,881,628	2,222,606	746,222	965,251	528,397	562,887	1,478,747	656,758	432,014	357,307	676,632	254,807
1954	7,101,059	1,722,540	561,414	728,895	459,640	459,994	1,294,704	486,824	396,422	233,367	559,525	197,734
Percent change	+ 25	+ 29	+ 33	+ 32	+ 15	+ 22	+ 14	+ 35	+ 9	+ 53	+ 21	+ 29
LOUISVILLE, KY.												
1958	819,284	191,488	66,911	97,002	52,520	41,048	156,289	57,290	43,965	35,960	60,508	16,303
1954	721,255	164,415	62,728	84,219	50,506	32,991	140,816	42,350	44,808	29,196	55,773	13,453
Percent change	+ 14	+ 16	+ 7	+ 15	+ 4	+ 24	+ 11	+ 35	- 2	+ 23	+ 8	+ 21
LOWELL, MASS.												
1958	147,801	38,955	11,900	13,684	11,109	5,406	18,441	8,699	9,561	5,492	21,047	3,507
1954	126,319	34,034	10,628	11,709	8,899	6,934	16,269	6,615	5,809	3,858	18,755	2,809
Percent change	+ 17	+ 14	+ 12	+ 17	+ 25	- 22	+ 13	+ 32	+ 65	+ 42	+ 12	+ 25
LUBBOCK, TEXAS												
1958	208,148	39,403	9,330	26,093	13,886	12,372	43,327	14,515	27,874	6,457	12,041	2,850
1954	171,913	32,221	6,522	22,170	9,267	8,205	40,574	10,658	22,909	4,538	11,991	2,858
Percent change	+ 21	+ 22	+ 43	+ 18	+ 50	+ 51	+ 7	+ 36	+ 22	+ 42	0	0
*LYNCHBURG, VA.												
1958	107,353	25,662	6,069	15,762	5,026	4,878	18,551	10,949	5,140	4,334	9,838	1,144
1954	94,588	21,153	5,056	12,758	5,354	6,487	15,958	6,414	(D)	(D)	8,704	1,503
Percent change	+ 13	+ 21	+ 20	+ 24	- 6	- 25	+ 16	+ 71	NA	NA	+ 13	- 24

"But Mr. Weever—the New York News has to be our base! You can't laugh off 2,200,000 exclusive adult readers...and 65% of them are in the $5,000 and over bracket."

Census Figures on Retail Sales by Metropolitan Areas, 1954-1958

(000 omitted)

Area	Total	Food group	Eating, drinking places	General merchandise	Apparel, accessories	Furniture, home furnishings, appliances	Automotive group	Gasoline service stations	Lbr., bldg. matls., hdwe., farm equip. dealers	Drug, proprietary stores	Other retail stores	Nonstore retailers
MACON, GA.												
1958	162,988	38,082	7,529	23,083	10,708	9,460	26,705	13,975	10,518	5,640	15,026	2,262
1954	145,926	33,591	8,220	18,420	10,796	6,921	27,860	10,542	10,588	5,199	11,960	1,829
Percent change	+ 12	+ 13	- 8	+ 25	- 1	+ 37	- 4	+ 33	- 1	+ 8	+ 26	+ 24
MADISON, WIS.												
1958	254,938	51,001	21,749	34,633	17,935	11,045	39,007	15,814	27,061	10,312	22,284	4,097
1954	228,465	46,647	20,500	20,340	18,065	11,310	37,432	13,344	27,192	9,501	20,832	3,302
Percent change	+ 12	+ 9	+ 6	+ 70	- 1	- 2	+ 4	+ 19	0	+ 9	+ 7	+ 24
MANCHESTER, N.H.												
1958	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA
1954	110,567	27,799	5,337	9,742	10,474	(D)	(D)	6,845	5,224	(D)	16,616	(D)
Percent change	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA
MEMPHIS, TENN.												
1958	689,079	156,687	34,188	92,545	43,067	28,271	122,614	44,980	30,803	25,518	50,587	59,819
1954	610,734	131,968	29,940	77,207	40,465	26,003	121,274	33,519	30,463	17,142	50,204	52,549
Percent change	+ 13	+ 19	+ 14	+ 20	+ 6	+ 9	+ 1	+ 34	+ 1	+ 49	+ 1	+ 14
MIAMI, FLA.												
1958	1,366,576	302,763	143,095	137,313	113,466	75,581	254,378	77,341	69,096	64,863	102,449	26,231
1954	989,054	215,151	113,059	85,012	97,709	56,859	182,422	50,959	68,880	35,647	66,718	16,638
Percent change	+ 38	+ 41	+ 27	+ 62	+ 16	+ 33	+ 39	+ 52	0	+ 82	+ 54	+ 58
*MILWAUKEE, WIS.												
1958	1,393,303	350,764	129,201	197,714	89,996	77,837	215,959	88,429	63,005	48,486	105,775	26,137
1954	1,267,319	289,790	119,620	173,877	79,840	61,088	209,722	90,179	72,899	37,124	106,185	26,995
Percent change	+ 10	+ 21	+ 8	+ 14	+ 13	+ 27	+ 3	- 2	- 14	+ 31	0	- 3
*MINNEAPOLIS-ST.PAUL, MINN.												
1958	1,827,202	388,810	137,564	261,330	116,705	95,309	271,149	113,785	116,286	67,308	121,681	137,275
1954	1,562,028	333,558	120,355	205,392	107,039	78,307	249,299	87,250	109,990	52,455	112,595	105,788
Percent change	+ 17	+ 17	+ 14	+ 27	+ 9	+ 22	+ 9	+ 30	+ 6	+ 28	+ 8	+ 30
MOBILE, ALA.												
1958	286,378	71,254	15,218	33,825	21,715	15,305	48,253	19,882	22,920	12,471	20,458	5,077
1954	235,082	60,282	13,923	28,290	17,557	12,959	44,760	13,757	12,984	10,871	17,890	1,809
Percent change	+ 22	+ 18	+ 9	+ 20	+ 24	+ 18	+ 8	+ 45	+ 77	+ 15	+ 14	+ 181
MONTGOMERY, ALA.												
1958	165,433	34,220	9,432	25,703	13,606	9,589	28,759	12,489	7,799	5,629	16,809	1,398
1954	152,052	29,663	8,750	19,902	12,610	8,251	32,774	9,684	7,979	4,352	16,403	1,684
Percent change	+ 9	+ 15	+ 8	+ 29	+ 8	+ 16	- 12	+ 29	- 2	+ 29	+ 2	- 17
MUNCIE, IND.												
1958	112,967	30,311	7,777	12,674	5,255	6,030	19,320	8,442	8,528	4,177	8,600	1,853
1954	106,146	24,755	8,046	10,351	6,511	6,972	20,199	6,503	9,777	3,364	8,525	1,143
Percent change	+ 6	+ 22	- 3	+ 22	- 19	- 14	- 4	+ 30	- 13	+ 24	+ 1	+ 62
*MUSKEGON-MUSKEGON HEIGHTS, MICH.												
1958	149,766	40,586	8,933	18,136	6,327	7,390	28,039	12,344	11,513	6,401	6,633	3,464
1954	140,844	38,903	8,599	16,509	6,285	7,425	27,033	10,062	12,116	5,431	6,588	1,893
Percent change	+ 6	+ 4	+ 4	+ 10	+ 1	0	+ 4	+ 23	- 5	+ 18	+ 1	+ 83
NASHVILLE, TENN.												
1958	448,732	106,530	23,862	68,471	28,611	23,247	70,936	35,753	24,401	16,664	39,605	10,652
1954	379,774	82,554	21,698	46,252	38,328	16,356	72,644	26,656	22,608	10,160	32,594	9,924
Percent change	+ 18	+ 29	+ 10	+ 48	- 25	+ 42	- 2	+ 34	+ 8	+ 64	+ 22	+ 7
NEW BEDFORD, MASS.												
1958	140,120	43,654	10,477	13,220	10,144	6,882	16,313	7,807	5,215	5,869	15,508	5,031
1954	141,817	40,169	10,068	12,490	(D)	7,673	20,046	7,103	5,232	5,112	(D)	4,106
Percent change	- 1	+ 9	+ 4	+ 6	NA	- 10	- 19	+ 10	0	+ 15	NA	+ 23
*NEW BRITAIN, CONN.												
1958	131,550	33,990	11,167	7,684	12,056	9,261	19,054	9,086	7,054	4,581	15,801	1,816
1954												
Percent change	- 22	- 20	- 15	- 2	- 19	- 33	- 33	- 5	- 21	- 13	- 28	- 12
NEW HAVEN, CONN.												
1958	383,327	95,955	29,922	40,459	34,663	25,088	46,958	22,722	22,426	15,004	40,997	9,133
1954	342,424	82,201	27,991	27,426	35,963	19,346	53,145	18,452	20,325	12,637	38,002	6,936
Percent change	+ 12	+ 17	+ 7	+ 48	- 4	+ 30	- 12	+ 23	+ 10	+ 19	+ 8	+ 32
NEW ORLEANS, LA.												
1958	914,449	229,322	92,893	134,929	73,174	51,750	119,971	46,892	32,791	39,165	50,862	42,700
1954	762,523	153,055	77,454	115,305	(D)	43,472	(D)	44,644	39,130	(D)	43,354	41,401
Percent change	+ 20	+ 50	+ 20	+ 17	NA	+ 19	NA	+ 5	- 16	NA	+ 17	+ 3
*NEW YORK, N.Y.												
1958	13,172,969	3,535,557	1,617,848	1,500,618	1,481,546	761,560	1,118,225	492,883	421,358	377,628	1,524,466	341,280
1954	11,724,447	3,127,647	1,408,635	1,077,053	1,429,367	736,544	1,213,473	361,156	450,318	298,866	1,286,181	335,207
Percent change	+ 12	+ 13	+ 15	+ 39	+ 4	+ 3	- 8	+ 36	- 6	+ 26	+ 19	+ 2
*NEWARK, N.J.												
1958	2,179,310	538,592	187,611	243,800	180,102	141,900	283,285	119,162	112,466	62,574	229,711	80,107
1954	1,931,050	473,994	170,251	190,709	178,342	118,184	313,290	84,390	109,112	48,797	185,177	58,804
Percent change	+ 13	+ 14	+ 10	+ 28	+ 1	+ 20	- 10	+ 41	+ 3	+ 28	+ 24	+ 36
*NEWPORT NEWS-HAMPTON, VA.												
1958	203,060	52,911	11,455	22,488	13,842	15,890	37,880	15,608	6,973	7,524	16,718	1,771
1954	148,194	34,051	8,890	16,627	(D)	11,150	31,066	8,387	(D)	(D)	13,325	813
Percent change	+ 37	+ 55	+ 29	+ 35	NA	+ 43	+ 22	+ 86	NA	NA	+ 25	+ 118
NORFOLK-PORTSMOUTH, VA.												
1958	559,672	145,193	37,448	60,186	47,961	32,919	95,616	35,846	24,487	20,026	53,361	6,629
1954	505,085	119,375	38,911	59,247	(D)	(D)	(D)	27,691	(D)	16,464	49,530	7,757
Percent change	+ 11	+ 22	- 4	+ 2	NA	NA	NA	+ 29	NA	+ 22	+ 8	- 15
OGDEN, UTAH												
1958	113,686	27,020	7,076	12,729	7,209	7,590	16,172	8,509	10,787	5,367	10,178	1,049
1954	93,401	23,631	5,196	7,784	8,045	6,357	13,288	6,638	10,973	3,291	7,536	662
Percent change	+ 22	+ 14	+ 36	+ 64	- 10	+ 19	+ 22	+ 28	- 2	+ 63	+ 35	+ 58
*OKLAHOMA CITY, OKLA.												
1958	573,026	134,814	41,115	72,397	41,979	33,004	102,556	42,698	36,659	22,974	34,918	9,912
1954	473,621	103,472	33,835	64,637	31,770	23,966	92,769	30,673	33,241	18,419	30,481	10,358
Percent change	+ 21	+ 30	+ 22	+ 12	+ 32	+ 38	+ 11	+ 39	+ 10	+ 25	+ 15	- 4
OMAHA, NEBR.												
1958	547,425	122,977	46,948	66,307	31,866	32,253	96,352	38,913	42,045	20,013	40,871	8,880
1954	484,750	97,560	49,467	56,971	33,197	26,334	93,433	28,287	41,597	16,661	33,977	7,266
Percent change	+ 13	+ 26	- 5	+ 16	- 4	+ 22	+ 3	+ 38	+ 1	+ 20	+ 20	+ 22
*ORLANDO, FLA.												
1958	344,753	76,726	17,819	32,079	17,336	18,421	69,813	20,986	31,008	15,462	29,081	16,022
1954	238,760	49,391	15,174	21,164	14,334	12,943	45,826	17,201	19,622	7,273	19,469	16,363
Percent change	+ 44	+ 55	+ 17	+ 52	+ 21	+ 42	+ 52	+ 22	+ 58	+ 113	+ 49	- 2

MILLION MARKET NEWSPAPERS, INC

AN IMPROVED SERVICE TO NATIONAL ADVERTISERS AND ADVERTISING AGENCIES

After thorough study, we five newspapers believe we have found ways and means to give better newspaper service to national advertisers and to advertising agencies in the fields of:

1. **Research**
2. **Marketing**
3. **Merchandising**
4. **Promotion**
5. **Market data**

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In the past, our newspapers have either had their own representative organizations or have used outstanding independent newspaper representatives. Each of these operations has provided exceptional service. However, we now seek new ways to reorient our combined facilities toward modern marketing concepts, and to explore the full potential of major market newspaper advertising.

Until January 1, 1960, these same fine organizations that have represented us for many years will continue to work in your behalf and ours. Shortly, you will read details of the organization we are now putting together and an outline of the services we will offer national advertisers and advertising agencies.

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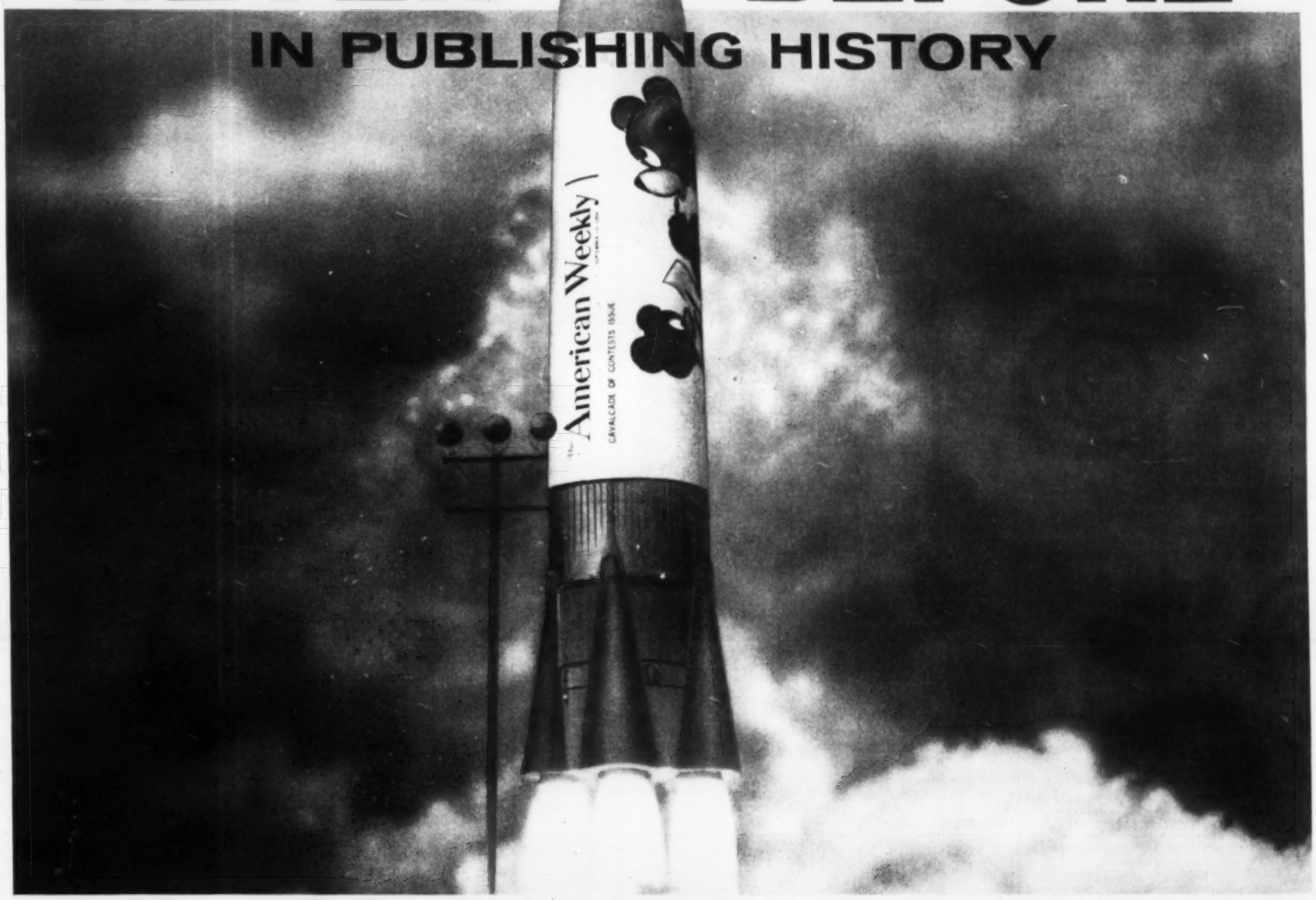
Census Figures on Retail Sales by Metropolitan Areas, 1954-1958

(000 omitted)

Area	Total	Food group	Eating, drinking places	General merchandise	Apparel, accessories	Furniture, home furnishings, appliances	Automotive group	Gasoline service stations	Lbr., bldg. matls., hdwe., farm equip. dealers	Drug, proprietary stores	Other retail stores	Nonstore retailers
*PATERSON-CLIFTON-PASSAIC, N.J.												
1958	1,382,576	365,425	110,388	116,255	118,122	93,091	190,721	89,437	73,410	38,141	121,646	65,940
1954	1,172,880	315,506	92,441	72,417	97,115	65,116	186,545	63,640	78,636	28,959	105,475	67,030
Percent change	+ 18	+ 16	+ 19	+ 61	+ 22	+ 43	+ 2	+ 41	- 7	+ 32	+ 15	- 2
*PENSACOLA, FLA.												
1958	191,807	45,237	9,475	22,631	12,563	10,462	47,052	11,908	9,336	7,311	13,046	2,786
1954	138,292	36,092	10,266	12,036	10,182	8,235	30,633	8,893	7,200	4,050	9,402	1,303
Percent change	+ 39	+ 25	- 8	+ 88	+ 23	+ 27	+ 54	+ 34	+ 30	+ 81	+ 39	+ 114
PEORIA, ILL.												
1958	336,105	79,431	25,475	42,135	17,300	19,929	58,616	23,968	24,933	10,479	25,248	8,591
1954	300,512	65,867	24,815	39,727	15,991	17,233	56,225	18,596	22,603	8,723	23,565	7,147
Percent change	+ 12	+ 21	+ 3	+ 6	+ 8	+ 16	+ 4	+ 29	+ 10	+ 20	+ 7	+ 20
PHILADELPHIA, PA.												
1958	4,776,540	1,162,920	440,877	552,318	344,210	219,529	685,422	241,692	207,213	153,727	499,510	269,122
1954	4,314,898	998,952	396,723	471,887	335,963	222,717	672,946	190,410	212,083	125,381	434,439	254,357
Percent change	+ 11	+ 16	+ 11	+ 17	+ 2	- 1	+ 2	+ 27	- 2	+ 23	+ 15	+ 6
PHOENIX, ARIZ.												
1958	693,351	160,117	57,107	55,772	41,173	45,314	138,476	50,972	50,588	30,942	51,544	11,346
1954	491,736	113,657	37,363	43,744	26,932	31,511	85,856	38,469	44,799	18,513	45,234	5,658
Percent change	+ 41	+ 41	+ 53	+ 27	+ 53	+ 44	+ 61	+ 33	+ 13	+ 67	+ 14	+ 101
PITTSBURGH, PA.												
1958	2,549,314	719,912	202,623	380,429	166,880	128,707	367,222	151,698	130,250	92,097	165,109	44,387
1954	2,271,418	617,498	172,813	307,117	152,376	127,469	372,072	120,131	126,046	70,606	145,921	59,369
Percent change	+ 12	+ 17	+ 17	+ 24	+ 10	+ 1	- 1	+ 26	+ 3	+ 30	+ 13	- 25
PITTSFIELD, MASS.												
1958	95,940	24,620	6,543	12,565	6,766	5,217	15,080	5,219	5,081	2,737	11,109	1,003
1954	85,112	21,004	5,056	9,199	6,966	4,165	15,524	4,244	4,517	2,404	9,703	2,330
Percent change	+ 13	+ 17	+ 29	+ 37	- 3	+ 25	- 3	+ 23	+ 12	+ 14	+ 14	- 57
PORTLAND, MAINE												
1958	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA
1954	166,309	36,709	8,212	25,058	11,500	7,035	(D)	7,674	6,101	(D)	(D)	3,906
Percent change	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA
PORTLAND, OREG.												
1958	1,038,912	262,443	76,134	141,865	50,237	47,918	176,410	66,544	51,158	28,899	90,491	46,813
1954	904,768	223,364	67,873	120,802	43,735	41,101	154,965	53,564	54,778	22,682	91,582	30,322
Percent change	+ 15	+ 17	+ 12	+ 17	+ 15	+ 17	+ 14	+ 24	- 7	+ 27	- 1	+ 54
PROVIDENCE, R.I.												
1958	854,810	225,240	64,697	89,206	68,687	39,722	121,968	45,897	43,004	31,897	100,147	24,345
1954	795,162	188,702	61,403	73,066	66,529	33,853	135,636	42,351	45,572	29,363	93,222	25,465
Percent change	+ 8	+ 19	+ 5	+ 22	+ 3	+ 17	- 10	+ 8	- 6	+ 9	+ 7	- 4
PUEBLO, COLO.												
1958	116,935	29,221	8,521	14,691	6,675	5,996	23,601	7,950	7,651	4,148	7,585	896
1954	97,666	25,590	7,255	9,243	6,282	(D)	19,920	5,556	(D)	2,840	6,451	1,360
Percent change	+ 20	+ 14	+ 17	+ 59	+ 6	NA	+ 18	+ 43	NA	+ 46	+ 18	- 34
RACINE, WIS.												
1958	155,042	45,933	11,807	14,147	7,900	10,419	23,613	10,219	12,135	5,097	11,466	2,306
1954	130,516	32,545	10,367	9,518	7,616	7,665	21,148	8,594	13,545	4,574	13,522	1,422
Percent change	+ 19	+ 41	+ 14	+ 49	+ 4	+ 36	+ 12	+ 19	- 10	+ 11	- 15	+ 62
RALEIGH, N.C.												
1958	178,509	39,734	9,435	27,232	10,991	8,400	32,114	13,354	12,998	5,468	15,790	2,993
1954	153,253	32,340	8,327	22,055	10,211	7,335	29,678	10,799	9,333	3,985	15,997	3,193
Percent change	+ 16	+ 23	+ 13	+ 23	+ 8	+ 15	+ 8	+ 24	+ 39	+ 37	- 1	- 6
READING, PA.												
1958	288,497	69,684	22,757	30,252	18,157	16,379	50,562	15,116	15,820	6,660	32,776	10,334
1954	271,684	67,324	20,704	23,238	18,689	15,557	49,768	13,637	17,442	5,764	28,377	11,184
Percent change	+ 6	+ 4	+ 10	+ 30	- 3	+ 5	+ 2	+ 11	- 9	+ 16	+ 16	- 8
RICHMOND, VA.												
1958	553,867	119,366	33,708	110,097	27,403	23,334	88,859	34,610	17,462	22,980	60,698	15,350
1954	421,851	91,390	25,507	79,797	25,392	18,889	60,854	26,019	19,262	(D)	(D)	12,086
Percent change	+ 31	+ 31	+ 32	+ 38	+ 8	+ 24	+ 46	+ 33	- 9	NA	NA	+ 27
ROANOKE, VA.												
1958	189,937	43,417	10,882	26,523	13,698	10,816	31,362	13,182	11,210	7,198	18,684	2,965
1954	153,880	32,337	8,847	16,545	13,889	9,027	26,911	9,922	7,125	5,382	18,517	5,378
Percent change	+ 23	+ 34	+ 20	+ 60	- 1	+ 20	+ 17	+ 33	+ 57	+ 34	+ 1	- 45
ROCHESTER, N.Y.												
1958	690,002	167,520	50,470	101,055	49,167	34,273	123,215	34,471	35,233	24,516	55,703	14,379
1954	624,421	146,566	46,727	83,770	45,891	33,841	118,412	29,906	37,903	18,803	51,007	11,595
Percent change	+ 11	+ 14	+ 8	+ 21	+ 7	+ 1	+ 4	+ 15	- 7	+ 30	+ 9	+ 24
ROCKFORD, ILL.												
1958	231,533	56,306	19,804	27,347	15,526	13,015	29,859	17,369	20,007	9,437	17,590	5,273
1954	204,141	41,975	19,144	20,477	12,764	14,223	36,003	12,217	21,549	6,265	14,707	4,817
Percent change	+ 13	+ 34	+ 3	+ 34	+ 22	- 8	- 17	+ 42	- 7	+ 51	+ 20	+ 9
SACRAMENTO, CALIF.												
1958	582,012	136,232	47,995	74,669	32,092	44,571	96,644	40,406	39,678	23,470	39,393	6,862
1954	461,374	124,621	37,111	47,635	24,727	38,748	66,601	29,706	36,325	13,992	33,897	8,011
Percent change	+ 26	+ 9	+ 29	+ 57	+ 30	+ 15	+ 45	+ 36	+ 9	+ 68	+ 16	- 14
SAGINAW, MICH.												
1958	201,931	49,902	13,485	18,288	14,174	11,882	40,925	14,560	18,232	7,708	9,910	2,865
1954	187,884	37,510	12,589	20,351	14,641	9,285	44,810	11,970	17,298	6,776	10,586	2,068
Percent change	+ 7	+ 33	+ 7	- 10	- 3	+ 28	- 9	+ 22	+ 5	+ 14	- 6	+ 39
ST. JOSEPH, MO.												
1958	113,160	27,937	7,619	14,498	9,178	5,656	16,686	6,701	8,515	5,652	9,469	1,249
1954	105,637	23,725	8,139	12,516	7,775	7,361	19,619	5,582	6,298	4,976	8,682	964
Percent change	+ 7	+ 18	- 6	+ 16	+ 18	- 23	- 15	+ 20	+ 35	+ 14	+ 9	+ 30
*ST. LOUIS, MO.												
1958	2,436,750	607,958	186,428	344,734	144,154	178,618	355,296	168,260	132,975	89,684	180,137	48,506
1954	2,097,534	510,655	179,525	283,944	117,857	109,842	371,396	130,319	126,225	71,214	150,531	46,026
Percent change	+ 16	+ 19	+ 4	+ 21	+ 22	+ 63	- 4	+ 29	+ 5	+ 26	+ 20	+ 5
SALT LAKE CITY, UTAH												
1958	453,045	98,975	31,979	66,229	24,284	28,047	77,661	35,573	27,828	23,282	29,958	9,229
1954	367,373	76,888	22,931	55,363	19,023	19,567	68,632	26,470	22,857	13,879	35,117	6,646
Percent change	+ 23	+ 29	+ 39	+ 20	+ 28	+ 43	+ 13	+ 34	+ 22	+ 68	- 15	+ 39
SAN ANGELO, TEXAS												
1958	79,411	18,851	4,436	9,851	4,621	3,758	15,977	5,921	5,234	2,229	7,815	718
1954	82,081	18,212	4,828	9,358	4,086	4,422	18,232	5,248	6,289	2,376	8,335	695
Percent change	- 3	+ 4	- 8	+ 5	+ 13	- 15	- 12	+ 13	- 17	- 6	- 6	+ 3

NEVER BEFORE

IN PUBLISHING HISTORY



789,762 CONTEST ENTRIES

from the September 13th issue of The American Weekly

THIS EXPLOSIVE response of over three-quarters of a million entries from men, women and children, to the one, single, September 13th issue of The American Weekly proves three decisive points no advertiser can afford to ignore:

1. The American Weekly and only The American Weekly moves people to such *immediate and continuing action* . . . produces tangible results not only in days...but also, for weeks after publication.

2. The American Weekly has a unique, demonstrable *vitality* that gets total family action because it is *editorially exciting* to men, women and children.

3. The American Weekly has the circulation muscle to do the big jobs in a big way.

Product advertisers derive these same benefits from The American Weekly's proved capacity to build immediate and continuing family action at point of sale, in the key markets of America. For complete contest details, ask your American Weekly representative to tell you all about it.

The biggest build-up of family action ever

	Weekly Total	Cumulative Total
1st week (5 mail days)	111,275	111,275
2nd week (10 mail days)	261,286	372,561
3rd week (15 mail days)	102,349	474,910
4th week (20 mail days)	107,153	582,063
*5th week (25 mail days)	156,403	738,466
*6th week (28 mail days)	51,296	789,762

*The contest period covered just 4 weeks. Only the entries dated October 12th or earlier are counted

SELLS THE MOST...FOR THE LEAST...WHERE THE MOST IS SOLD

The American Weekly

The American Weekly is distributed by these fine newspapers: Albany Times-Union • Baltimore American • Boston Advertiser • Buffalo Courier-Express • Chicago's American • Charlotte News Cincinnati Enquirer • Cleveland Plain Dealer • Columbia, S. C., State • Corpus Christi Caller-Times • Dallas Times Herald • Denver Rocky Mountain News • Detroit Times • El Paso Times Fort Lauderdale News • Houston Chronicle • Huntington, W. Va., Herald-Advertiser • Los Angeles Examiner • Milwaukee Sentinel • New Orleans Times-Picayune • New York Journal-American Palm Beach Post-Times • Philadelphia Bulletin • Pittsburgh Sun-Telegraph • Portland Oregonian • St. Louis Globe-Democrat • St. Paul Pioneer Press • San Antonio Light • San Diego Tribune San Francisco Examiner • Seattle Post-Intelligencer • Syracuse Herald-American • Washington Post • Wichita Beacon

Census Figures on Retail Sales by Metropolitan Areas, 1954-1958

(000 omitted)

Area	Total	Food group	Eating, drinking places	General merchandise	Apparel, accessories	Furniture, home furnishings, appliances	Automotive group	Gasoline service stations	Lbr., bldg. matls., hdwe., farm equip. dealers	Drug, proprietary stores	Other retail stores	Nonstore retailers
SAN ANTONIO, TEXAS												
1958	653,338	166,412	43,562	90,673	48,830	28,537	127,843	45,109	28,648	20,496	41,642	11,586
1954	552,653	126,973	40,008	77,017	44,344	21,840	101,449	35,441	31,809	15,878	48,535	9,359
Percent change	+ 18	+ 31	+ 9	+ 18	+ 10	+ 31	+ 26	+ 27	- 10	+ 29	- 14	+ 24
SAN BERNARDINO-RIVERSIDE-ONTARIO, CALIF.												
1958	884,230	224,116	69,817	86,262	39,828	52,100	141,464	93,610	64,968	28,504	72,068	11,493
1954	628,356	152,741	50,733	53,921	30,078	34,002	102,270	65,741	53,325	18,965	60,194	6,386
Percent change	+ 41	+ 47	+ 38	+ 60	+ 32	+ 53	+ 38	+ 42	+ 22	+ 50	+ 20	+ 80
SAN DIEGO, CALIF.												
1958	1,079,874	265,313	87,178	110,833	67,568	75,809	191,399	76,960	69,761	39,702	78,110	17,241
1954	801,413	189,852	64,362	85,880	51,019	51,149	149,401	56,730	48,380	25,197	68,241	11,202
Percent change	+ 35	+ 40	+ 35	+ 29	+ 32	+ 48	+ 28	+ 36	+ 44	+ 58	+ 14	+ 54
SAN FRANCISCO-OAKLAND, CALIF.												
1958	3,423,920	837,219	361,201	425,629	247,604	205,729	518,877	223,418	129,028	118,170	271,077	85,968
1954	3,020,347	767,719	318,891	336,177	223,085	194,251	471,767	178,170	128,542	94,680	245,367	61,698
Percent change	+ 13	+ 9	+ 8	+ 27	+ 11	+ 6	+ 10	+ 25	0	+ 25	+ 10	+ 39
SAN JOSE, CALIF.												
1958	701,518	169,341	48,342	90,301	46,510	42,840	110,096	53,697	53,522	23,875	55,201	7,793
1954	464,769	123,347	32,434	39,712	32,669	31,747	72,045	34,723	34,950	15,211	42,409	5,522
Percent change	+ 51	+ 37	+ 49	+ 127	+ 42	+ 35	+ 53	+ 55	+ 53	+ 57	+ 30	+ 41
*SANTA BARBARA, CALIF.												
1958	200,822	43,544	16,805	8,725	15,535	15,367	32,938	17,676	21,798	7,532	17,567	3,335
1954	138,383	33,401	11,208	6,885	11,079	9,862	21,003	10,688	15,818	4,944	12,562	933
Percent change	+ 26	+ 30	+ 50	+ 27	+ 40	+ 56	+ 57	+ 65	+ 38	+ 52	+ 40	+ 257
SAVANNAH, GA.												
1958	187,646	43,184	10,440	20,475	19,234	10,815	31,583	13,733	11,036	6,584	16,606	3,956
1954	154,137	35,742	10,799	18,097	13,779	9,335	27,527	11,532	6,796	4,906	13,362	2,262
Percent change	+ 22	+ 21	- 3	+ 13	+ 40	+ 16	+ 15	+ 19	+ 62	+ 34	+ 24	+ 75
SCRANTON, PA.												
1958	246,830	71,982	18,393	31,642	18,200	11,885	36,458	12,347	8,473	6,968	25,083	5,399
1954	223,734	60,752	17,562	26,954	19,167	14,473	33,309	10,322	8,875	5,517	19,847	6,956
Percent change	+ 10	+ 18	+ 5	+ 17	- 5	- 18	+ 9	+ 20	- 5	+ 26	+ 26	- 22
*SEATTLE, WASH.												
1958	1,435,092	349,162	112,325	205,592	66,721	65,339	189,915	89,030	87,753	49,091	151,738	68,426
1954	1,131,387	253,735	90,911	154,569	59,381	49,842	165,144	72,684	63,424	33,998	126,793	60,906
Percent change	+ 27	+ 38	+ 24	+ 33	+ 12	+ 31	+ 15	+ 22	+ 38	+ 44	+ 20	+ 12
SHREVEPORT, LA.												
1958	290,323	65,388	16,097	29,216	28,225	17,547	56,187	22,042	19,709	10,410	20,630	4,872
1954	246,370	58,074	15,240	25,610	21,345	13,377	48,069	15,678	18,082	8,145	20,157	2,593
Percent change	+ 18	+ 13	+ 6	+ 14	+ 32	+ 31	+ 17	+ 41	+ 9	+ 28	+ 2	+ 88
SIOUX CITY, IOWA												
1958	142,066	30,031	9,713	26,113	8,990	6,407	20,470	9,532	12,483	5,387	11,067	1,873
1954	149,041	27,466	10,743	25,245	8,000	5,802	30,147	8,404	15,090	4,846	11,502	1,796
Percent change	- 5	+ 9	- 10	+ 3	+ 12	+ 10	- 32	+ 13	- 17	+ 11	- 4	+ 4
SIOUX FALLS, S.D.												
1958	120,105	23,690	7,941	14,826	6,906	5,802	19,266	8,848	14,621	5,927	10,842	1,436
1954	99,351	16,615	6,383	13,549	5,664	4,376	21,406	5,659	11,902	3,265	9,444	1,088
Percent change	+ 21	+ 43	+ 24	+ 9	+ 22	+ 33	- 10	+ 56	+ 23	+ 82	+ 15	+ 32
SOUTH BEND, IND.												
1958	264,402	59,736	19,487	35,582	17,513	16,621	44,213	19,699	18,500	9,980	18,195	4,876
1954	251,767	54,225	19,376	33,376	18,250	15,167	47,114	16,334	19,097	7,971	16,484	4,373
Percent change	+ 5	+ 10	+ 1	+ 7	- 4	+ 10	- 6	+ 21	- 3	+ 25	+ 10	+ 12
SPOKANE, WASH.												
1958	347,835	85,117	21,790	52,658	16,790	16,232	54,854	22,088	19,810	13,536	33,726	11,234
1954	313,703	70,428	20,218	47,135	16,265	15,811	51,927	18,478	18,497	9,567	37,465	7,912
Percent change	+ 11	+ 21	+ 8	+ 12	+ 3	+ 3	+ 6	+ 20	+ 7	+ 73	- 10	+ 42
SPRINGFIELD, ILL.												
1958	198,698	46,776	19,251	19,168	14,547	12,082	26,024	16,645	15,359	7,399	14,275	7,172
1954	179,037	35,180	17,662	21,705	11,324	10,913	28,172	12,629	17,034	6,537	13,404	4,476
Percent change	+ 11	+ 33	+ 9	- 12	+ 28	+ 11	- 8	+ 32	- 10	+ 13	+ 6	+ 60
SPRINGFIELD, MO.												
1958	152,681	29,356	7,768	20,182	9,427	9,470	27,285	11,815	14,208	7,614	14,144	1,412
1954	117,845	23,936	7,155	15,408	7,519	7,049	22,845	8,559	10,300	4,874	9,299	901
Percent change	+ 30	+ 23	+ 9	+ 31	+ 25	+ 34	+ 19	+ 38	+ 38	+ 56	+ 52	+ 57
SPRINGFIELD, OHIO												
1958	136,785	36,024	8,527	13,334	7,534	7,034	24,504	10,024	12,805	4,577	10,633	1,789
1954	132,667	31,445	8,611	13,963	6,847	6,526	24,880	9,229	10,493	4,286	14,744	1,643
Percent change	+ 3	+ 15	- 1	- 4	+ 10	+ 8	- 2	+ 9	+ 22	+ 7	- 28	+ 9
SPRINGFIELD-HOLYOKE, MASS.												
1958	541,158	143,791	36,474	57,445	44,454	26,829	75,024	27,754	27,776	21,041	65,039	15,531
☆1954												
Percent change	+ 4	+ 22	+ 4	- 8	+ 17	- 2	- 10	+ 25	- 34	+ 23	+ 9	+ 9
*STAMFORD, CONN.												
1958	257,151	65,503	15,391	21,325	19,898	14,881	36,372	15,903	18,241	8,016	38,112	3,509
☆1954												
Percent change	- 20	- 21	- 24	+ 8	- 24	- 16	- 37	+ 4	- 37	- 6	- 9	- 5
*STEUBENVILLE, OHIO-WEIRTON, W.VA.												
1958	154,070	45,629	11,332	21,064	8,230	8,778	20,728	11,588	10,543	4,608	9,531	2,039
1954	145,296	39,339	10,950	16,865	9,536	7,377	22,360	8,812	15,926	3,674	8,065	(D)
Percent change	+ 6	+ 16	+ 3	+ 25	- 14	+ 19	- 7	+ 32	- 34	+ 25	+ 18	NA
STOCKTON, CALIF.												
1958	290,427	68,249	25,651	25,734	17,596	16,335	49,144	21,352	22,604	9,184	29,510	5,068
1954	259,012	58,555	21,590	23,020	16,070	13,639	47,469	17,537	25,918	7,852	24,774	2,588
Percent change	+ 12	+ 17	+ 19	+ 12	+ 9	+ 20	+ 4	+ 22	- 13	+ 17	+ 19	+ 96
*SYRACUSE, N.Y.												
1958	640,511	164,078	55,858	73,394	42,249	27,485	111,098	36,798	37,310	21,166	57,245	13,830
1954	571,562	138,565	50,331	60,504	39,813	23,232	110,846	31,014	36,812	16,272	51,520	12,653
Percent change	+ 12	+ 18	+ 11	+ 21	+ 6	+ 18	0	+ 19	+ 1	+ 30	+ 11	+ 9
TACOMA, WASH.												
1958	319,263	84,831	24,064	44,145	15,798	16,853	47,591	22,700	13,574	11,588	33,870	4,249
1954	283,244	69,746	21,302	37,189	12,587	15,486	44,283	19,588	16,598	9,321	33,716	3,428
Percent change	+ 13	+ 22	+ 13	+ 19	+ 26	+ 9	+ 7	+ 16	- 18	+ 24	0	+ 24
TAMPA-ST. PETERSBURG, FLA.												
1958	888,072	197,364	66,657	126,411	46,197	49,696	166,188	58,254	63,838	30,940	69,246	13,281
1954	609,971	129,645	51,624	83,567	34,316	28,519	112,387	35,791	49,570	21,937	53,870	8,745
Percent change	+ 46	+ 52	+ 29	+ 51	+ 35	+ 74	+ 48	+ 63	+ 29	+ 41	+ 29	+ 52

Kroehler furniture picks front row seat for sales in LIFE

"We know the LIFE audience is responsive to new ideas..."

The well-known Kroehler Mfg. Co. has been a strong and regular advertiser in LIFE for the past 22 years. How well has this continuing promotion worked?

Says D. L. Kroehler: "We have consistently selected LIFE to lead the nation-wide introduction of our exciting new lines. Why? Because we are convinced that your medium is ideal for presenting a new concept with all the possible impact and appeal.

"LIFE readers are young, alert, receptive to what is fresh and different. We know that. We know, too, that retailers are sold on LIFE . . . as well as consumers. Recently we saw our 'New Idea' promotion in LIFE confirm our confidence. In fact, sales for leading retailers were phenomenal."

LIFE works . . . for Kroehler Furniture, for Polaroid, for Kaiser Foil and RCA. That's why the advertising in LIFE is 11 million dollars ahead of last year in the first ten months of 1959.

HOUSEHOLD FURNISHINGS

MAGAZINE	ADV. INVESTMENT
LIFE	$2,481,389
Saturday Evening Post	1,605,689
Better Homes & Gardens	1,499,425
House Beautiful	1,463,219
Living For Young Homemakers	1,257,671

Source: P.I.B. (Jan.-Sept., 1959)

Effectiveness is a fact of

ADVERTISED IN LIFE®

Census Figures on Retail Sales by Metropolitan Areas, 1954-1958

(000 omitted)

Area	Total	Food group	Eating, drinking places	General merchandise	Apparel, accessories	Furniture, home furnishings, appliances	Automotive group	Gasoline service stations	Lbr., bldg. matls., hdwe., farm equip. dealers	Drug, proprietary stores	Other retail stores	Nonstore retailers
TERRE HAUTE, IND.												
1958	129,376	27,709	10,230	22,320	4,786	7,192	21,513	10,035	7,695	5,580	9,705	2,611
1954	119,686	24,227	8,497	23,736	5,458	5,322	23,022	7,097	6,864	4,136	7,407	3,920
Percent change	+ 8	+ 14	+ 20	- 6	- 12	+ 35	- 7	+ 41	+ 12	+ 35	+ 31	- 33
TOLEDO, OHIO												
1958	545,393	138,406	59,070	76,662	28,361	28,271	70,441	45,468	28,669	21,903	39,146	8,996
1954	508,106	118,708	46,264	68,986	29,254	28,128	87,597	33,691	27,495	18,567	39,763	9,653
Percent change	+ 7	+ 17	+ 28	+ 11	- 3	+ 1	- 20	+ 35	+ 4	+ 18	- 2	- 7
TOPEKA, KANS.												
1958	164,138	38,067	8,758	20,473	10,241	11,327	25,395	13,656	12,462	6,112	14,457	3,190
1954	143,516	30,725	7,433	16,177	9,488	11,803	26,819	10,033	11,436	4,991	11,952	2,659
Percent change	+ 14	+ 24	+ 18	+ 27	+ 8	- 4	- 5	+ 36	+ 9	+ 22	+ 21	+ 20
TRENTON, N.J.												
1958	343,654	82,373	31,727	35,261	30,632	20,615	45,503	20,014	17,392	8,911	42,165	9,061
1954	336,000	74,084	28,423	35,189	27,436	20,317	53,216	18,749	20,544	7,416	36,693	13,933
Percent change	+ 7	+ 11	+ 12	0	+ 12	+ 1	- 14	+ 7	- 15	+ 20	+ 15	- 35
TUCSON, ARIZ.												
1958	270,918	61,271	21,614	26,221	19,640	17,919	46,300	23,352	20,003	13,232	17,226	4,140
1954	204,206	50,330	15,596	24,368	13,398	10,166	30,957	16,123	19,151	7,289	14,211	2,617
Percent change	+ 33	+ 22	+ 39	+ 8	+ 47	+ 76	+ 50	+ 45	+ 4	+ 82	+ 21	+ 58
*TULSA, OKLA.												
1958	456,154	107,249	24,907	56,771	29,748	27,907	89,252	35,706	33,631	18,246	23,593	9,144
1954	396,913	79,342	24,421	44,086	29,962	21,761	90,648	25,987	34,189	13,963	23,350	9,204
Percent change	+ 15	+ 35	+ 2	+ 29	- 1	+ 28	- 2	+ 37	- 2	+ 31	+ 1	- 1
UTICA-ROME, N.Y.												
1958	345,272	84,339	27,080	37,348	23,246	16,187	56,335	19,485	21,092	10,183	41,172	8,805
1954	306,926	77,980	24,540	24,293	21,430	15,699	49,713	19,314	23,626	7,837	37,455	5,039
Percent change	+ 12	+ 8	+ 10	+ 54	+ 8	+ 3	+ 13	+ 1	- 11	+ 30	+ 10	+ 75
WACO, TEXAS												
1958	159,151	37,793	10,375	23,420	6,986	8,617	30,450	11,484	9,998	5,304	12,844	1,880
1954	149,018	34,811	10,038	20,039	6,540	7,290	30,763	9,637	12,065	5,747	10,583	1,505
Percent change	+ 7	+ 9	+ 3	+ 17	+ 7	+ 18	- 1	+ 19	- 17	- 8	+ 21	+ 25
WASHINGTON, D.C.												
1958	2,394,429	576,356	192,851	300,352	162,229	130,607	371,703	152,144	88,276	123,494	248,973	47,444
1954	2,023,841	466,946	162,458	260,142	142,594	87,532	328,591	116,354	94,517	93,594	229,228	41,885
Percent change	+ 18	+ 23	+ 19	+ 15	+ 14	+ 49	+ 13	+ 31	- 7	+ 32	+ 9	+ 13
WATERBURY, CONN.												
1958	190,389	54,370	14,791	11,796	16,726	11,894	29,068	9,567	11,817	6,655	19,640	4,065
□1954	185,210	48,976	14,584	11,278	18,135	12,859	28,780	7,579	13,885	5,450	20,019	3,665
Percent change	+ 3	+ 11	+ 1	+ 5	- 8	- 8	+ 1	+ 26	- 15	+ 22	- 2	+ 11
WATERLOO, IOWA												
1958	141,122	32,753	8,735	17,422	8,473	7,082	24,869	9,581	12,839	4,434	12,440	2,494
1954	128,349	25,221	7,854	15,061	7,594	7,881	23,921	7,448	13,217	3,711	14,051	2,390
Percent change	+ 10	+ 30	+ 11	+ 16	+ 12	- 10	+ 4	+ 29	- 3	+ 19	- 11	+ 4
*WEST PALM BEACH, FLA.												
1958	309,465	71,823	25,941	29,150	21,293	19,704	53,126	20,495	19,455	9,228	33,849	5,401
1954	198,461	42,257	17,950	12,413	18,043	15,560	35,813	12,298	12,894	6,547	22,274	2,412
Percent change	+ 56	+ 70	+ 45	+ 135	+ 18	+ 27	+ 48	+ 67	+ 51	+ 41	+ 52	+ 124
*WHEELING, W.VA.												
1958	198,282	54,492	15,275	22,936	12,868	12,565	30,629	13,630	12,212	5,681	14,078	3,916
1954	183,877	50,753	14,266	24,320	12,456	10,831	26,714	11,493	10,937	4,516	13,082	4,509
Percent change	+ 8	+ 7	+ 7	- 6	+ 3	+ 16	+ 15	+ 19	+ 12	+ 26	+ 8	- 13
WICHITA, KANS.												
1958	437,642	101,995	23,893	53,411	24,151	22,500	85,649	34,637	34,266	16,528	30,704	9,908
1954	376,956	74,962	21,584	42,899	25,335	21,315	78,221	23,781	34,347	14,023	32,878	7,611
Percent change	+ 16	+ 36	+ 11	+ 25	- 5	+ 6	+ 9	+ 46	0	+ 18	- 7	+ 30
WICHITA FALLS, TEXAS												
1958	152,772	30,126	7,979	19,101	9,196	6,629	36,690	10,388	9,297	6,403	15,991	972
1954	135,464	26,529	7,255	13,417	9,229	6,158	29,604	9,194	6,832	4,678	21,613	955
Percent change	+ 13	+ 14	+ 10	+ 42	0	+ 8	+ 24	+ 13	+ 36	+ 37	- 26	+ 2
WILKES-BARRE-HAZELTON, PA.												
1958	353,856	101,996	26,160	44,564	28,407	16,618	49,055	19,077	16,916	8,323	34,771	7,969
1954	309,900	85,384	22,555	38,442	24,869	18,603	50,005	15,748	15,507	6,621	25,747	6,419
Percent change	+ 14	+ 19	+ 16	+ 16	+ 14	- 11	- 2	+ 21	+ 9	+ 26	+ 35	+ 24
WILMINGTON, DEL.												
1958	447,206	110,879	29,788	52,958	27,611	26,874	70,626	31,472	23,428	15,044	51,240	7,286
1954	382,449	81,822	25,178	41,871	27,317	23,565	54,290	22,291	22,001	11,611	64,509	7,994
Percent change	+ 17	+ 36	+ 18	+ 26	+ 1	+ 14	+ 30	+ 41	+ 6	+ 30	- 21	- 9
WINSTON-SALEM, N.C.												
1958	184,752	39,447	9,605	22,393	16,977	12,222	31,990	13,041	11,505	6,096	18,324	3,152
1954	155,394	32,571	7,597	21,881	13,463	9,243	27,344	9,754	9,297	4,037	17,039	3,168
Percent change	+ 19	+ 21	+ 26	+ 2	+ 26	+ 32	+ 17	+ 34	+ 24	+ 51	+ 8	- 1
WORCESTER, MASS.												
1958	344,391	90,999	25,193	31,202	30,634	17,248	44,520	22,602	24,629	11,486	39,404	6,474
☆1954												
Percent change	+ 7	+ 19	+ 3	+ 8	+ 13	- 4	- 18	+ 27	+ 5	+ 21	+ 15	- 7
YORK, PA.												
1958	260,809	56,648	14,917	29,713	17,219	20,960	51,315	15,391	13,376	4,675	25,411	11,184
1954	239,252	47,781	14,161	26,064	14,717	16,045	44,857	13,956	18,772	4,148	28,343	10,408
Percent change	+ 9	+ 19	+ 5	+ 14	+ 17	+ 31	+ 14	+ 10	- 29	+ 13	- 10	+ 7
*YOUNGSTOWN, OHIO												
1958	527,325	144,687	36,265	76,305	27,409	27,092	81,590	38,450	31,768	17,577	33,448	12,734
1954	476,730	126,454	34,901	61,601	26,447	28,601	76,580	30,066	35,587	12,604	32,273	11,616
Percent change	+ 11	+ 14	+ 4	+ 24	+ 4	- 5	+ 7	+ 28	- 11	+ 39	+ 4	+ 10

Notes: *—1954 line-of-trade data adjusted to conform with 1958 coverage specifications. ☆—1954 data omitted because of non-comparable coverage. □—1954 and 1958 data cover somewhat different areas, but the figures are roughly comparable. (D) figures withheld to avoid disclosure. NA—information not available.

BOURBON MAKES A SPLASH IN THE NOVEMBER 15 VOGUE

. . . and the selling influence ripples out across America. This striking drawing by Esther Larson is one of half a dozen forming a dramatic, six-page, bourbon-coloured advertising section in the November 15 VOGUE. The Bourbon Institute, I. W. Harper, Jerry Parnis dresses, Albert Weiss jewellery and Ingber handbags join to promote bourbon as a colour trend, bourbon as an entertaining trend. For liquor advertisers it could mean the start of a new advertising trend . . . because women are a vital, growing potential as liquor buyers and VOGUE can be the perfect medium to reach the most influential women customers. See November 15 issue of VOGUE and the way that The Bourbon Institute and I. W. Harper talk liquor in the language women understand—fashion. You'll discover bourbon (or any other liquor) with a splash of VOGUE is a potent mixture.

VOGUE

a Condé Nast Publication, 420 Lexington Ave.

©CNP

memo:
83%
The people
who buy,
or specify product, brand,
amount, and source
for more than 83%
of everything bought by
hotels and motor hotels
read
THE
HOTEL MONTHLY
105 W. Adams St.
Chicago 3, Ill.
a Clissold Businesspaper

Study Company Objectives to Understand Corporate Image, Bickmore Tells Designers

NEW YORK, Nov. 17—"The reason many companies do not know what their corporate image is or should be, or how to get it, is because they have not spelled out their objectives," Lee S. Bickmore, exec vp of National Biscuit Co., told the American Society of Industrial Designers here last week.

"Every company should put into writing its objectives," Mr. Bickmore said. "It should spell them out covering products, people, advertising, profits, expansion, etc. Once a company does this, the image begins to take form. The products, the people, the advertising and the many other factors can be directed to create the desired image.

"The listing of the company objectives and spelling out of how to achieve them through products, people, advertising, etc., almost becomes a job description of the corporate image.

■ "A company image is made up of many factors," Mr. Bickmore said. "The three most important in many companies are, first, products; second, advertising, and third, employes. This is logical. Generally, more people know about a company through its products than any other way. Next, many people see its advertising, and third, many people come in contact with the company's employes. Hence, an image or images are formed. This image may change from time to time.

"With competition as strong as it is, with costs of doing business increasing rapidly and profits in a squeeze. businesses are taking a strong look at themselves to determine just where they are going. Competition is forcing all companies to operate at top efficiency. Hence, they must engage in long-range planning which should mean spelling out their objectives more clearly.

"As competition becomes more competitive," Mr. Biekmore said, "companies that do not know where they are going or how to get there just won't be going anywhere, except broke."

Pointing out that there are many ways in which a company can achieve a degree of uniqueness, Mr. Bickmore said it can be done "in the product itself, in the package, in the name of the product, in the sales, advertising and merchandising techniques.

■ "For instance," he said, "we developed a product which consumer and market tests indicated should be a winner. It wasn't. Research revealed the trouble was in the name. We took the product off the market, changed the name and re-introduced it in a different shape and package, and it became an immediate success." Mr. Bickmore did not name the product in question.

However, he said, with all that Ritz crackers have meant to National Biscuit Co., "we could not rest on our laurels. Last year, we put Ritz in single stack packs in a 12-oz. package, rather than having the crackers loose in the carton. It cost us over $1,000,000 to do this. Now the consumers get Ritz this way with no breakage and very little chance of the product going stale. We still have the 16-oz. and 8-oz. packages of loose Ritz, but the unit sales in the stack pack are showing substantial increases month after month.

"Thus we think we are enhancing the image of Ritz as a high-quality, good-value product. Here the image is helped by a change in the package. The package change certainly gave the advertising men a hook to use and they are exploiting it to the fullest." (McCann-Erickson is the agency for Ritz crackers.)

■ "You can tell when the initial uniqueness is no longer effective," Mr. Bickmore said. "The slower movement of your product usually is the first indication. If a competitor has made a major improvement on your uniqueness, you had better move. Products with a unique quality are a lot like style merchandise—obsolescence sets in pretty fast." #

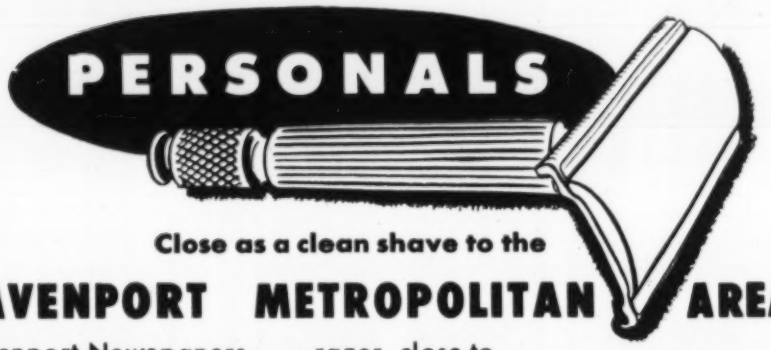
Shatterproof Revamps

Shatterproof Glass Corp., Detroit, has set up a separate sales promotion department to integrate certain functions of the ad department with sales activities. Heading the new department is Patricia C. Hartmann, formerly Shatterproof's ad manager. The new ad manager is Billy F. Poirier, formerly Mrs. Hartmann's assistant.

Schmid Joins Controls Co.

Hans R. Schmid has joined Controls Co. of America, Schiller Park, Ill., aircraft and missile control maker, as ad manager of Controls Co., A. G., Zug, Switzerland. The Zug operation is Controls Co.'s base company for foreign operations and is the coordinator of European sales and technical services activities. Mr. Schmid will headquarter in Zug.

PERSONALS



Close as a clean shave to the
DAVENPORT METROPOLITAN AREA!

Davenport Newspapers ___ razor close to 272,600 Quad-Citians and their $6,384 E.B.I. per household ___ reach 100% of the Scott County, Iowa, population — plus substantial numbers in Rock Island County, Illinois — 7 days a week.

Circulating Davenport and Bettendorf, Iowa; Rock Island, Moline, East Moline, Illinois

NEWSPAPERS

Represented by Jann & Kelley Inc.

Copr. 1959 Sales Management Survey of Buying Power

a P&A buyer

is a P&A salesman, for he is well pleased with P&A quality, service, and product variety. He becomes a salesman by often voicing approval of P&A. We can think of no better endorsement.

ELECTROTYPES, NICKELTYPES, MATS, R.O.P. COLOR GLASS MATS, THERMOSETTING MAT PATTERNS, AND PLASTIC PRINTING PLATES.

PARTRIDGE & ANDERSON COMPANY

712 Federal Street, Chicago 5—Phone HArrison 7-3732

Where do you get BETTER SERVICE than at P&A?

Sarnoff Shuns Radical Steps to Cure TV Ills

NEW YORK, Nov. 17—What is the solution to the problem created by the tv quiz scandal?

This was the question raised by Robert W. Sarnoff, NBC chairman, in a luncheon address before the NBC-TV affiliates meeting here last week. He began to answer his own query by suggesting, and then rejecting, these possible solutions: (1) abolishing all quizzes, (2) appointing an industry czar with broad police powers, (3) substituting the British pattern of advertiser inserts for the American system of program sponsorship and (4) tightening government regulation through the Federal Communications Commission, the Federal Trade Commission or specially created commissions.

He did favor a law making it a crime to rig a broadcast contest.

■ After nixing all these possible solutions, Mr. Sarnoff did not offer any new cures of his own. His prescription seemed to be: Leave the industry to work out its own problems.

He said NBC had already moved to restore confidence in its quizzes. The network is now directing attention to other areas where improper practices might appear—kickbacks, payolas, the exchange of money for plugs, and deceptive advertising practices. He noted that a new unit had been set up to maintain surveillance and control in the trouble areas.

Mr. Sarnoff said the role of this unit, which was announced last week by NBC President Robert Kintner, had been misunderstood. "The unit will not be a private police force, but an executive staff group which will help us separate the gray areas into black and white, into acceptable and non-acceptable," he continued. "From it, we will seek reasonable ground rules for safeguarding the integrity of our programming and practices.

■ "The unit will not engage in witch hunts; neither will it undertake to eliminate those elements of entertainment which are essential to the vitality of entertainment itself. We see a clear line between the illusions of the entertainer and the fraudulent acts of a quiz rigger, between sub rosa payments for slipping an unauthorized product into a show and the bona fide fee a publicity agent gets from his client when the latter appears on a program that wants him," Mr. Sarnoff said. #

Storer Earnings Up Sharply for First Nine Months, 1959

Storer Broadcasting Co., Miami Beach, has reported a net profit after taxes of $3,580,268 for the first nine months of 1959, compared to $264,782 for the comparable 1958 period. Earnings rose to $1.45 a share from 11¢ a share during the same period. The low earnings in 1958 were caused by the company's discontinuance of its Wilmington-Philadelphia tv station, Storer reported.

Tv station revenues for the first nine months of 1959 rose 8.9% above the like 1958 period, while radio revenues increased 11.6%. Net profit, after taxes, were $865,719 for the third quarter of 1959, compared with a loss of $1,464,838 for the same 1958 period.

Yusay Pilsen Sets New Push in 4 Media in Chicago

Yusay Pilsen Brewing Co., Chicago, which has just completed a comprehensive market analysis, will kick off a new ad campaign about Dec. 1 in the greater Chicago market. The new push, which will run in newspapers, outdoor, radio and tv, will reemphasize and prominently feature the Yusay brand name, which has been played down in the company's ads in recent years.

The campaign is being placed by Barlit Productions, Chicago, which recently succeeded E. H. Brown Advertising, Chicago, as agency on the account.

Gully Heads Burnett PR Unit

Harold W. Gully, formerly general European newspicture manager for United Press International, London, has been named manager of the pr section of Leo Burnett Co., New York. He will supervise the department's services on the Eastern Seaboard in coordination with Burnett's pr headquarters in Chicago.

1000 SALES IDEAS ONLY $10

Successful ideas from successful companies on SALES, MERCHANDISING, ADVERTISING, PROMOTION!

Each month, for a year, you receive Briefed with its 100 or more sales-tested, profitable experiences . . . showing results produced . . . as reported in the nation's leading business and trade publications. Adapt them to your own profitable use. Worth many times the $10 you send!

BRIEFED

400 Madison Ave. (Dept. A), N. Y. 17

BACON KNOWS *MAGAZINES!*

We specialize in magazine clipping. Our list covers 3500 business, farm and consumer magazines—a complete blanketing of the American magazine field as listed in Bacon's Publicity Checker. You can check your own publicity, competition's publicity, competitive advertising or subject research. Here is the complete service for magazines. Best coverage, fastest service, highest accuracy.

★ BUSINESS ★ FARM ★ CONSUMER

Send for Booklet No. 59
"Clippings Benefit Business"

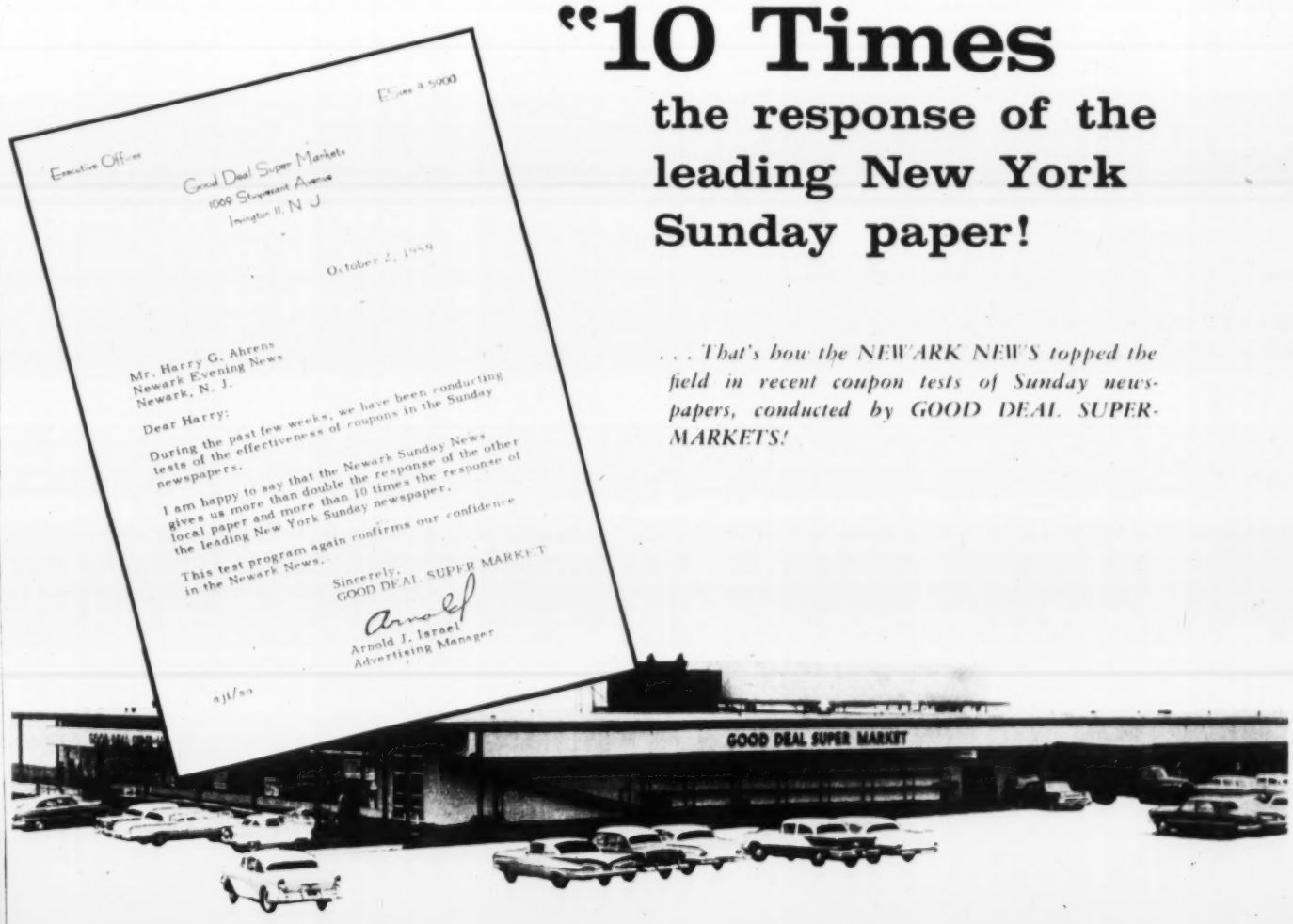
BACON'S CLIPPING BUREAU

14 E. Jackson Blvd., Chicago 4, Illinois
WA bash 2-8419

"Double
the response of the other local paper!

"10 Times
the response of the leading New York Sunday paper!

. . . That's how the NEWARK NEWS topped the field in recent coupon tests of Sunday newspapers, conducted by GOOD DEAL SUPER-MARKETS!


Executive Office
Good Deal Super Markets
1009 Stuyvesant Avenue
Irvington 11, N. J.
October 2, 1959
Mr. Harry G. Ahrens
Newark Evening News
Newark, N. J.
Dear Harry:
During the past few weeks, we have been conducting tests of the effectiveness of coupons in the Sunday newspapers.
I am happy to say that the Newark Sunday News gives us more than double the response of the other local paper and more than 10 times the response of the leading New York Sunday newspaper.
This test program again confirms our confidence in the Newark News.
Sincerely,
GOOD DEAL SUPER MARKET
Arnold J. Israel
Advertising Manager
ajl/so
GOOD DEAL SUPER MARKET

". . . again confirms our confidence in the

Newark News 280,000 Daily 370,000 Sunday

Newark, New Jersey — Metro Sunday Newspapers — O'Mara & Ormsbee

Gottfried Joins Maitland

J. A. Gottfried has joined Vic Maitland & Associates, Pittsburgh, as an account executive in the industrial advertising department. He formerly was advertising and sales manager of the Micarta division of Westinghouse Electric Corp., Hampton, S. C.

An Ad Agency that Loves DIRECT MAIL
Many agencies don't want to "monkey" with MAILVERTISING. (Some don't have the know-how). Direct Mail is no stepchild here! We co-ordinate space advertising with it. Phone HA 7-9187.
"That Fellow Bott"
Leo P. Bott, Jr., 64 E. Jackson, Chicago

Broadcast Hash Prepackaged

Broadcast corned beef hash is now being packaged in a new 1 lb., 10 oz. can. The larger can has a new label featuring Effie, a cartoon and radio character, which has been featured in Broadcast's advertising for the past year.

Bourbon Institute's 6-Page 'Vogue' Ad Woos Female Buyer

NEW YORK, Nov. 17—What is reportedly the first instance of a whisky promotion tied in with fashion appears in the Nov. 15 issue of *Vogue*. It is a six-page special "splash of bourbon" insert which launches the Bourbon Institute's new fall campaign recognizing the increasing role women play in the purchase of liquor, and also presents some of the new fashionable fall colors in bourbon beiges, ambers and browns.

The six-page insert includes the institute's opening page (placed by McCann-Erickson), a spread showing holiday and resort fashions by Jerry Parnis, dress designer (placed by C. J. Herrick Associates), a page showing handbags by Ingber (placed by Braun & Miller Advertising Agency, Philadelphia), a page showing costume jewelry by Albert Weiss (placed by Ted Gravenson Inc.), and a page for I. W. Harper bourbon whisky, a Schenley Industries brand (placed by Kleppner Co.).

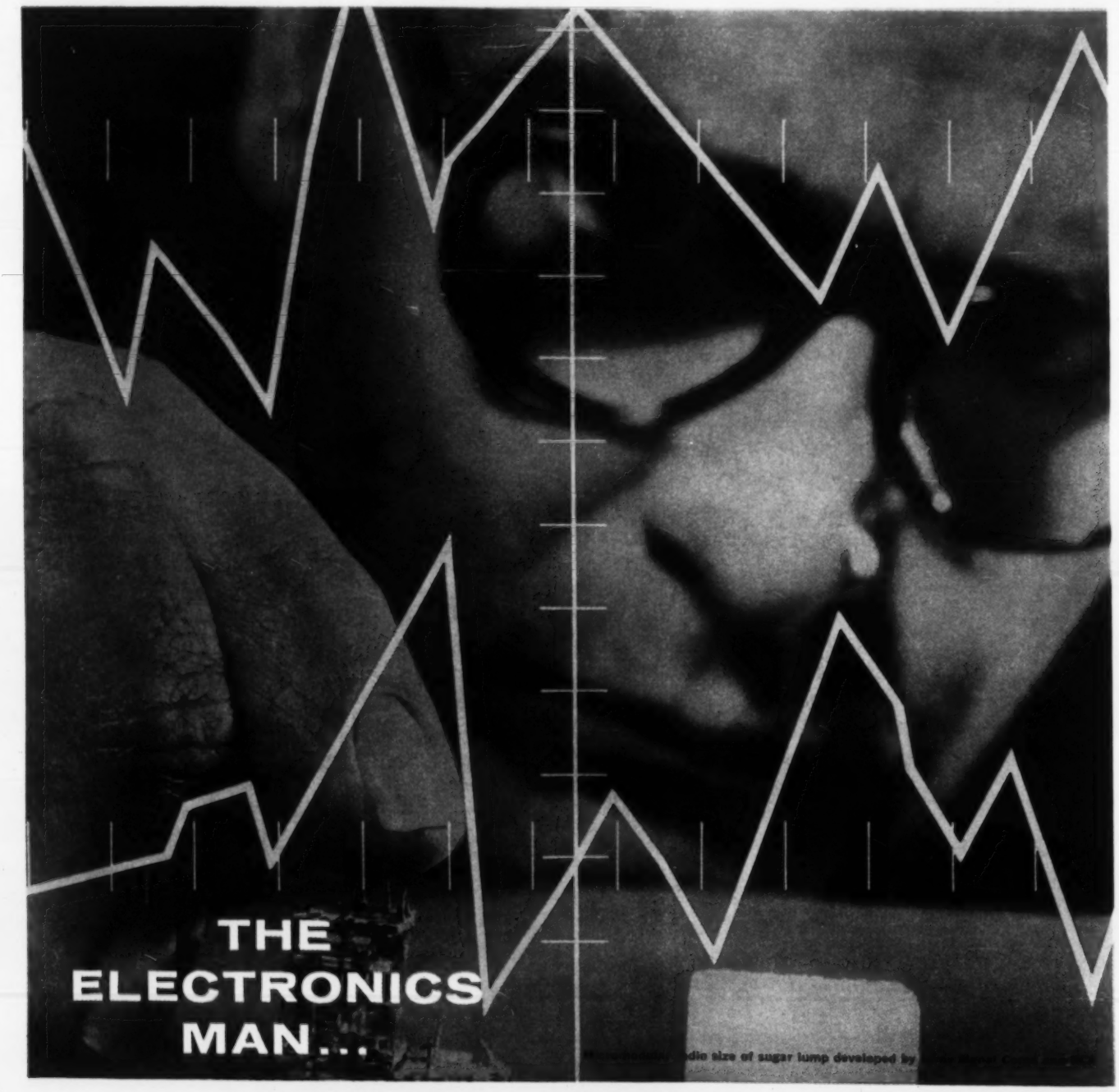
Continuity is established by using one artist, Esther Larson, for the six-page sequence, plus identical typography, and so-called bourbon brown ink.

■ The advertising will be backed by intensive department store merchandising. Promotion kits have been mailed to 300 department stores which will mail special folders to 25,000 women customers. Department stores will also feature bourbon brown in newspaper ads, store windows, and in-store displays in accessories, bar, food and home furnishings departments.

Conception of the idea for the advertising is credited to Communications Counselors, public relations division of McCann-Erickson, which also represents the Bourbon Institute.

■ *Vogue* was consulted and agreed to help coordinate the advertising for the insert in cooperation with the various agencies, particularly in view of the fact that a recent survey of liquor preferences conducted among the magazine's readers showed that 63.6% bought bourbon and served it in their homes.

The Bourbon Institute plans to do additional advertising on the role of women in the purchase of liquor in newspapers in major bourbon markets. #



A SPECIAL BREED

In most industries the management man went to business school and doesn't concern himself with design problems.
In most industries the design engineer doesn't concern himself with management problems.
The electronics man is different.
Look at his badge. It reads Research-Design-Production-Management. His interests are in any or all of the four areas.
No matter where you find the electronics man his engineering background enables him to influence the purchase of electronic components and equipment. Your advertising must reach him if you are to sell electronic goods.
This is the strength of **electronics**, the one magazine published weekly and edited to reach this engineering oriented electronics man, wherever he is.

THE ELECTRONICS MAN "BUYS" WHAT HE READS IN... electronics ABP ABC
and in the electronics BUYERS' GUIDE
A McGraw-Hill Publication • 330 West 42nd Street • New York 36, N.Y.

Pepsi, Manischewitz, Bustello Top Brands in N.Y. Spanish Mart

NEW YORK, Nov. 17—The Spanish-language market in New York City is sharply delineated in a new study conducted by Pulse Inc. for *Diario de Nueva York* and WHOM.

The study, based on personal interviews in 500 homes, yielded the following capsule picture:

- The Spanish-language population in New York now totals 924,000, crowded into 210,000 households.
- Median age is 23.
- Head of the household has an average income of $65 a week.
- About one-third of the female heads of households also work. Average salary: $50 a week.
- Counting money earned by all members of the household, income per family averages $87 a week.
- The median monthly rent is $53.

■ Questions on brand preferences showed clearly that certain brands do extremely well in this market. For example, in soft drinks, Pepsi-Cola scored a 47.6% preference, compared to Coke's 23.3%. In wines, Manischewitz had a 56.9% preference, compared to 13.7% for runnerup Gallo.

The Spanish coffee, Bustello, literally owns this market, with an 81.2% preference score.

Two Liggett & Myers brands, Chesterfield and L&M, top the cigaret field, with preferences of 22.9% and 23.9%, respectively. They are followed by Marlboro (16.2%) and Kent (10.6%). Camel, perennial national leader, has a 1.4% share of this market, according to the Pulse survey.

In the toothpaste and soap fields, Colgate-Palmolive brands dominate. Colgate toothpaste racked up an 84.8% preference share and Palmolive soap showed up with a 50.8% share in the toilet soap market. Lux, perennial toilet soap leader, scored 3.2%. Colgate's Fab also led the soap powder field by a wide margin. #

QUAKER OATS AD GETS BIGGEST RESPONSE PER DOLLAR IN FAMILY CIRCLE—THAT'S

ACTIVISM!

A single ad in Family Circle got over 600,000 women to enter Quaker Oats' $125,000 Sweepstakes—largest response per thousand (and per dollar) of the four major magazines Quaker used. *Women's response to Family Circle* is part of ACTIVISM—over 150,000 requested reprints of one editorial, and 430,000 bought an art print. This is reader response. This is one of the ways ACTIVISM works.

But ACTIVISM is much more than a few success stories. It is the whole spirit of Family Circle. ACTIVISM is our 15% page growth, 34% revenue growth, 116 new product advertisers. It is the unique way Family Circle is designed and written, and how this magazine goes home from the store on top of the shopping bag. ACTIVISM is the way women read Family Circle, think about it—do things and buy things because of it.

Family Circle's advertisers are a big part of ACTIVISM, too. They know—as Quaker knows—what *total* magazine performance is. Have *you* checked on ACTIVISM?

FAMILY CIRCLE IS ACTIVISM!

...the dynamic new concept of total magazine performance!

(More examples of ACTIVISM*-at-work in these pages soon.)*

A NEW MORNING NEWSPAPER
in Columbus, Ohio

The Citizen-Journal has replaced the Ohio State Journal and the Columbus Citizen in Columbus and central Ohio. This new morning newspaper is a Scripps-Howard publication, but all advertising sales and other business affairs will be handled by the Dispatch Printing Company.

General advertising rates for the new Citizen-Journal are as follows: 32c for the Citizen-Journal alone, or 73c on the optional combination with the Columbus Evening Dispatch, and 83c on the optional combination with the Sunday Dispatch.

Contact your O'Mara & Ormsbee man, or write or call Ralph G. Hemming, manager, general advertising, 34 S. 3rd St., Columbus 16, Ohio. Represented nationally by: O'Mara & Ormsbee, Inc., New York, Chicago, Detroit, San Francisco, Los Angeles.

Columbus Citizen-Journal

Anti-'Nostrum' Ad Campaign Set by Arthritis Group

Fake Cures Cost Victims $250,000,000 Annually, Bernays Says

NEW YORK, Nov. 17—Deceitful advertising and promotion victimizes 5,000,000 sufferers from arthritis to the extent of $250,000,000 annually, according to a survey made by the Arthritis & Rheumatism Foundation.

Edward L. Bernays, chairman of the foundation's committee on arthritis advertising and head of his own public relations organization, presented the results of the survey at the annual meeting of the foundation.

Mr. Bernays announced that the foundation will conduct a national campaign to help eliminate deceitful advertising.

Whether this campaign will include the use of advertising, as well as public relations and publicity, has not been determined, an officer of the foundation said. The foundation currently has no agency, it was said. A policy meeting will be held within the next 30 days, he said, to decide on details of the foundation's overall campaign against false advertising.

It was pointed out that the foundation's campaign follows closely an announcement by the Federal Trade Commission of a greatly stepped up effort against offensive advertising on the air and the disclosures of the television quiz show scandals.

■ Highlights of the foundation's survey:

• About 5,000,000 of the country's 11,000,000 arthritis sufferers purchase at least one misrepresented arthritis nostrum each year. Their median expense is slightly less than $40 annually for such nostrums. An additional $10,000,000 reportedly is wasted by arthritics on misrepresented treatment centers.

• Devices, particularly vibrating machines, are the most used of misrepresented arthritis nostrums. "Glorified aspirins" are said to be the greatest problem among misrepresented drugs. These products, in which the only active ingredient is aspirin, are advertised and promoted as giving additional benefits and are sold at exorbitant prices.

• Arthritis quackery continues to attract an alarming number of new operators. Hundreds of brand name products, of little or no value, are being promoted for arthritis.

• There is no known cure for the major serious forms of arthritis, the report says; yet many proprietary products claim to cure these diseases.

• Patently dishonest or misleading claims are widely advertised for hundreds of products through all forms of advertising media.

• Federal law enforcement is extremely difficult. Budgetary and jurisdictional limitations reduce regulation possibilities to only a very few of all violations.

■ As a solution, the foundation suggests, "the attack against medical quackery must have the coordinated efforts of government agencies, trade organizations, civic groups and volunteer agencies—in short, the public as a whole.

"The goal should be twofold: (1) The strongest possible controls, adequately enforced, and (2) a public educated to recognize false claims, and to resist them."

Only 24 states have adopted drug labeling and advertising laws to correspond with federal legislation. The survey reports general agreement that the lack of uniform state laws is a stumbling block in regulating drug traffic that does not go into interstate commerce.

As to controls of drug misrepresentation through self regulation of advertising, the survey reports that such self-imposed controls have existed to some degree since early in the century. It is evident, it says, that such self controls have not proved effective.

■ Commenting on advertising media, the report says: "All forms of media are used extensively, but such advertising is most apt to be found on television or in newspapers or magazines. Usually the more sensational the magazine or newspaper, the more sensational the claims. Some of the absolutely worthless—and most dishonestly promoted—nostrums are advertised in thousands of publications. Advertisers probably spend more than $100,000,000 a year persuading the arthritic to try their wares."

Of all the nostrums listed in the report, it was found that "the largest number of purchases were made as a result of television advertising, with 25% so indicating. The ratings of other media—newspapers 21%, magazines 15%, radio 10%. Drug stores were overwhelmingly the point of purchase, with a 72% response."

■ The foundation, Mr. Bernays said, "will undertake a three-point program of (1) proposing and furthering legal sanctions that can be enforced on a national, state and city level; (2) informing public opinion to call for the support of these legal sanctions and (3) arousing the medical profession to play its part to prevent this great human and economic waste."

Founded in 1949, the foundation is a voluntary, nonprofit organization with a network of 59 chapters, of which the New York chapter, co-sponsor of the survey, is the largest. It supports treatment centers, research and educational programs. #

WFBM-TV more than doubles your Indianapolis potential

for every 10 families in the Indianapolis Trading Area . . . there are 13 in its Satellite Markets.

Figure how much more these prosperous Mid-Indiana families can buy from you with their far-higher-than-average incomes . . . and note that WFBM-TV puts this key sales area *within your first 15 markets!* In Indianapolis, television marketing with WFBM-TV makes real sense.

Where else will you find satellite markets that are 15% richer and 30% bigger than the Metropolitan Trading Zone itself? Where else do you find such a widespread area covered from *one* central point . . . and by just *one* station with no overlapping basic affiliates of the same network?

WFBM-TV dominates Mid-Indiana, because it is the only basic NBC outlet penetrating this market—Nielsen Coverage Study No. 3 confirms these facts. Let us show you how to test regional marketing ideas with amazing results.

Represented Nationally by the KATZ Agency

only basic NBC coverage of America's **13th TV Market** — *760,000 TV homes.*

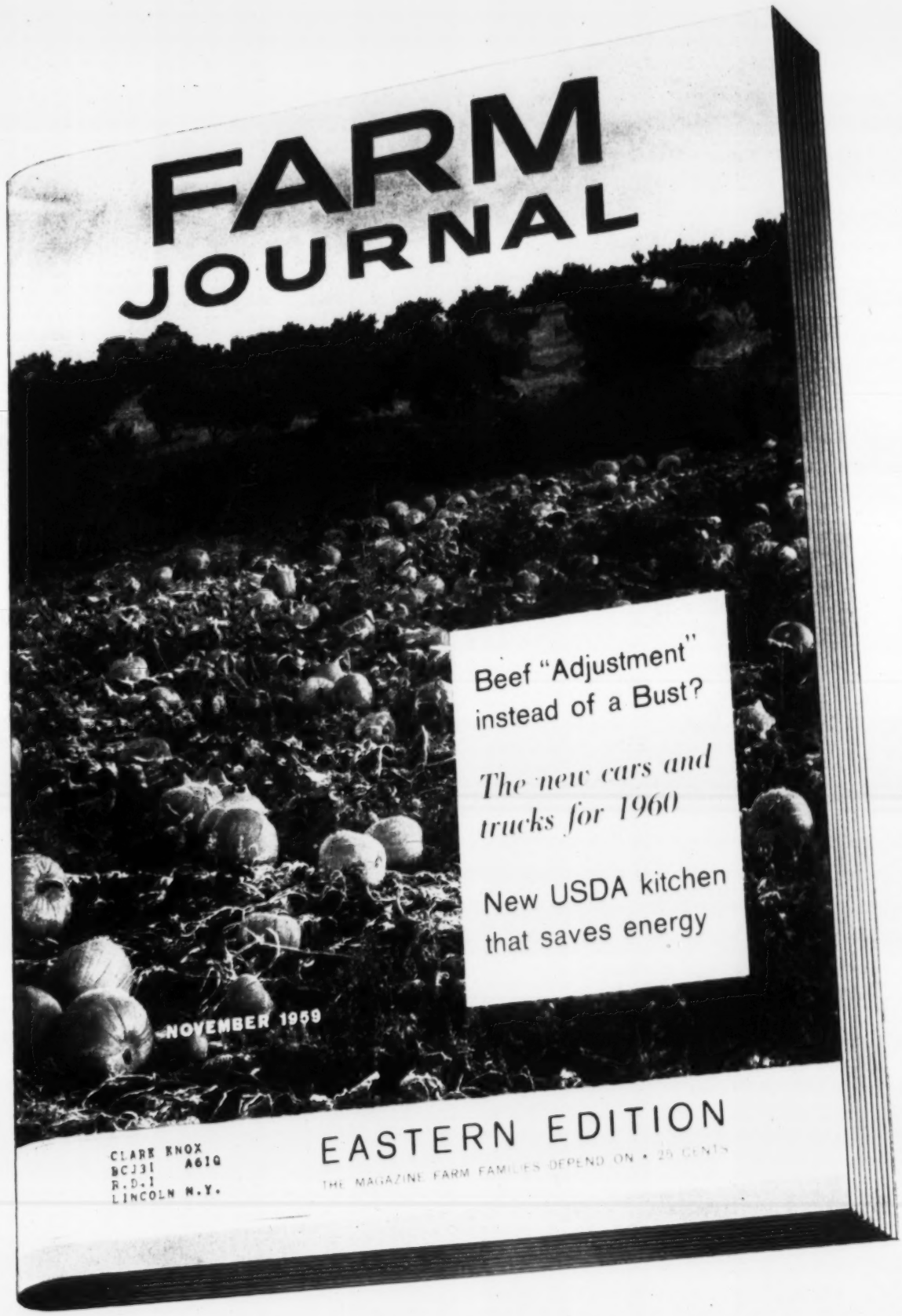
INDIANAPOLIS—Major retail area for 18 richer-than-average counties. 1,000,000 population—350,600 families *with 90% television ownership!*

11 SATELLITES—Each market within WFBM-TV's verified coverage . . . Marion • Anderson • Muncie • Bloomington • Vincennes • Terre Haute • Danville, Illinois • Lafayette • Peru • Logansport • Kokomo.

CHANNEL 6 WFBM TV INDIANAPOLIS

OUR 10TH ANNIVERSARY

Your Ad Headquarters in Chicago
Executive House
71 E. WACKER DRIVE
Chicago's new hotel within walking distance of over 5 Billion Dollars in ad billing
Visit Executive House Dining Room & Cocktail Lounge



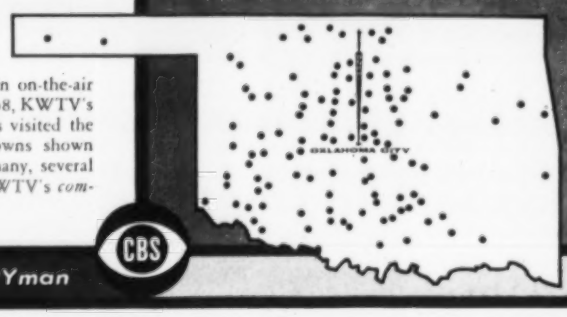
40th MILLION DOLLAR ISSUE

Fewer than a dozen magazines in all America average more than a million dollars in advertising investments per issue. One of these is FARM JOURNAL.

The magazine which farm families *everywhere* depend on is, indeed, the magazine advertisers *everywhere* depend on.

Farm Public Service in
the KWTV *Community* makes
KWTV OKLAHOMA CITY
Oklahoma's No. 1 Television Station

BUY the TOWER with SALES-power in Oklahoma!



Traveling to obtain on-the-air reports during 1958, KWTV's two farm directors visited the more than 100 towns shown on the map . . . many, several times. Proof of KWTV's *community* coverage!

CBS

See your PETRYman

Accredited Home Newspapers
RATE & DATA GUIDE 1960

It's A Bull's Eye Everytime
When You Advertise in the
Community & Shopping Newspapers
Displaying the AHNA Symbol

EVERY COPY GOES HOME

Hot off the Press
1960 EDITION
AHNA CARS
RATE & DATA
GUIDE

Vital Statistics on
America's top community
and Shopping Newspapers

44 PAGES..

Useful Information for
Newspaper Space Buyers

- Advertising Rates
- Current Circulation Figures
- Circulation Area; Method
- City, County Location and Population
- Market Information
- Issuance and Closing Dates
- Mechanical Requirements
- ROP Color Availability
- Policy on Alcoholic Beverage Advertising

Use This Convenient Form
To Order Your FREE Copy!

ACCREDITED
HOME
NEWSPAPERS
OF AMERICA, INC.

1706 Rhode Island Ave., N.W.
Washington 6, D.C. - District 7-4618

141 East 44th St.,
New York 17, N.Y. - MUrray Hill 2-8273

ACCREDITED HOME NEWSPAPERS,
1706 RHODE ISLAND AVE., N.W.,
WASHINGTON 6, D.C.

Please send me FREE copy of your 1960 Rate Guide:

Print
Name _____ Title _____

Firm _____

Address _____

City _____ Zone ___ State _____

Specialized Auto Markets Here to Stay: Churchill

NEW YORK, NOV. 17—The American consumer—particularly the new car buyer—is becoming increasingly more independent and discriminating, and recognition of this fact is the secret of success in the automobile industry, Harold E. Churchill, president of Studebaker-Packard Corp., said last week.

Mr. Churchill, who according to advance billing was to relate the success story of his company's Lark auto, instead gave the New York Sales Executives Club an appraisal of the current auto market and tips on what it takes to survive in the increasingly competitive auto business of the future.

Speaking of his company's financial success in 1959 (estimated $20,000,000 net profit), Mr. Churchill said:

"We have no illusions. This is a business in which one successful year is a good beginning. We have set our sights on achieving for this company a permanent and specialized place in our industry. Competition will grow more intense, but we will continue to find soft spots where we can profitably and successfully compete.

■ "We are convinced that our selling at all times has to be built around a product which has specific appeal for a particular body of our customers; our advertising and promotional themes depend for success on being aimed toward the right type of customer," he said. "Our entire product philosophy has to be right in terms of the kind of buyer we would have.

"Our customer is one of a growing group of buyers who resist the high pressure appeals and mass movements. This greater sense of independence is accompanied by increased selectivity. He is looking for a car in relation to his and his family's needs irrespective of where and by whom that car has been made.

"The ability to come up with the right product at the right time is not the exclusive property of any one company," he added. "All companies in the industry share in this, as history has demonstrated, and our Lark is a good example. Thus we believe we are embarked on a program that offers enough difference in product and policy to attract and hold this new type of car buyer."

■ And in the heightened competition for the auto dollar, Mr. Churchill continued, the role of the salesman is increasingly more important, particularly in his relationship to the customer.

"As the consumer continues to become more selective about the products offered on the market and about his own real needs, the salesman will be called on to become a customer consultant, a customer engineer.

"In short, here are 7,000,000 or 8,000,000 car buyers every year, and they're increasingly independent and discriminating, and obviously don't all want the same kind of car. Indeed, we should speak in the plural of the many markets that exist and will exist in the U.S. for varying kinds of cars. Recognition of this changing and expanding character of its reservoir of customers is the secret of success for us in the contemporary American automobile industry."

■ S. A. Skillman, vp of sales for Studebaker-Packard, ticked off some facts and figures for the sales execs. Mr. Skillman said that during the first nine months of 1959, Studebaker-Packard's production increased by 375%, while market penetration almost tripled. Sales to fleet operations, such as taxicab companies, utilities, auto leasing companies and government agencies, accounted for 8% of Lark sales during the year, he said.

This year should be even better for the Lark, Mr. Skillman said. "During the second ten-day period of October, new Lark retail deliveries were the largest during any ten-day period since June, 1955, and during the third ten-day period of October, retail deliveries were 99.8% above the comparable period last year," he said. Mr. Skillman added that for the introductory month of October, retail deliveries were 77% ahead of the introductory month last year. Studebaker-Packard's minimum sales goal for 1960, he concluded, is a one-third increase. #

B. G. Cantor Voted President of NT&T, Succeeding Bertero

LOS ANGELES, Nov. 17—B. Gerald Cantor was elected president and chief executive officer of National Theatres & Television Inc. at the regular monthly meeting of the board of directors. He succeeds John B. Bertero, who has been president of NT&T since October, 1958, and the company's general counsel for many years.

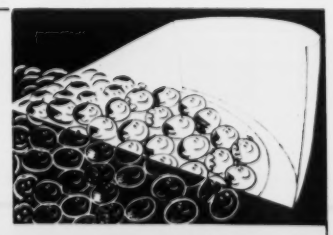
Mr. Cantor will continue as chairman of the board, a post he has held since February of this year. He will relinquish the presidency of Cantor, Fitzgerald & Co., investment banker, to devote his full time and attention to his new position.

■ Mr. Bertero continues as a member of the board of directors of the company. He will also serve the company as a special consultant under arrangements which will permit him to devote the principal portion of his time to his other pursuits.

Commenting on Mr. Bertero's resignation, Mr. Cantor said, "John Bertero has served NT&T with great distinction both as president and general counsel. His efforts in behalf of the company in his 30 years of service have played a major role in the strong position the company holds today. And his continued advice and guidance, as consultant, will be of immeasurable aid to us. It is a matter of deep personal regret to me that he has elected at this time to resign." #

CAN YOU SELECT YOUR AUDIENCE?

Yes, when you place your advertising message on the theatre screen you can select the area and/or the specific type of audience you want to reach.



TSAB FOR COPIES OF BROCHURE AND FURTHER INFORMATION CONTACT:
THEATRE-SCREEN ADVERTISING BUREAU
437 MERCHANDISE MART • CHICAGO 54, ILLINOIS

What makes a newspaper great?

THE GHOST of the old-time pitchman has long faded from the advertising columns of the modern newspaper, but some of his descendants are still seeking to sell their wares in print.

Alert advertising people are making it increasingly tougher for slicker to beguile sucker in the public press. Responsible advertisers, agencies and publishers are working together to maintain the integrity of advertising. But the big job of day-to-day policing of display and classified pages is ultimately a newspaper responsibility and a newspaper advertising man's job.

Each year the Minneapolis Star and Tribune turn down more than three-quarters of a million dollars' worth of advertising that fails to meet these newspapers' standards of truthfulness and good taste.

Galahad complex? No. Just good sense and good business for newspapers, advertisers and readers alike.

Good newspapers are known for their reliable and authoritative coverage of the news. Advertising, too, must be trustworthy so that readers can rely with confidence on the information they find in both the news and the advertising columns.

Minneapolis Star and Tribune staff men work with a broad knowledge of advertising standards formulated by medical societies, Better Business Bureaus, federal agencies and other organizations charged with protecting the health and interest of the public.

These newspapers regard high standards of taste and truthfulness in advertising as so important that their staffs are provided with a 35-page guide book of advertising acceptability standards which are constantly being amended and clarified.

Knowledgeable staffers focus an analytical eye on every line of advertising submitted, and strive every day to keep honest advertisers in the company of their peers so that advertising in these newspapers can share the respect and leadership the Minneapolis Star and Tribune have earned throughout the 3⅓ state Upper Midwest.

Copr., 1959, The Minneapolis Star and Tribune Co.

Minneapolis Star *and* **Tribune**
EVENING MORNING and SUNDAY

650,000 SUNDAY · 515,000 DAILY

JOHN COWLES, *President*

Putman Awards Book Out

"1959 Putman Awards," a documentation of the 10 winning entries for the 1959 Putman Awards for advertising performance, has been published by Putman Publishing Co., Chicago, donor of the awards. Each report gives the details of the entry, summarizing: (1) specific sales problems and objectives, (2) the job assigned to advertising, (3) the ad program and how it was used, (4) what was done by the sales department and (5) documentary evidence of the results. Copies are available free from the Putman Awards Library, 111 E. Delaware Place, Chicago.

Is Editorial Opinion Favorable?

Press Clippings can keep you informed of popular misconceptions that need to be corrected . . . or can help you ride a wave of popular support. You can invest your public relations and institutional advertising dollars effectively and intelligently when you know what the editors of the nation are thinking and saying. Interested in learning how we can serve you?

Burrelle's Est. 1888
PRESS CLIPPING BUREAU
165 Church St., New York 7, N. Y.
Phone BArclay 7-5371
1868 Columbia Rd. NW, Wash. 9, D.C.—CO 5-1757
Magee Bldg., Pittsburgh 22, Pa. — COurt 1-5371
14 E. Jackson Blvd., Chicago 4, Ill.—WA 2-5371
1456 N. Crescent Heights Blvd., Los Angeles 46, Calif.—Phone OLdfield 6-0304
One Operations Office (Livingston, N. J.)
NEWSPAPERS • MAGAZINES • TRADE PAPERS

'Redbook' Names Two

Stanley Winston, formerly with the Bureau of Advertising, American Newspaper Publishers Assn., and *Esquire*, has joined *Redbook*, New York, as promotion manager, a post vacant for some time. At the same time, Maureen Callahan was named assistant promotion manager. She has been with *Redbook* three years.

Information for Advertisers

Economic advantages and usefulness of vacuum forming as a technique for producing plastic products are discussed in a 20-page booklet, "Vacuum Forming Shapes New Markets; New Opportunities," published by the plastics division of **Eastman Chemical Products.** Additional information is available from Eastman Chemical Products, 260 Madison Ave., New York 16.

• A slide rule comparator, listing complete details of office copying machines made by ten different manufacturers, is available from **Minnesota Mining & Mfg. Co.,** Dept. S9-462, 900 Bush Ave., St. Paul 6. The comparator is designed to aid the prospective purchaser in his selection of the proper copying equipment and contains information on machine and paper costs, types of copying processes, number of copies possible per minute and the number of processing steps.

• A directory listing the public relations, press and information departments of manufacturing, industrial and retail concerns, services, trade and professional associations and public relations consultants will be published early in 1960 by **Public Relations Directory,** 79 Wigmore St., London, W1. Priced at $6 including postage, the directory will also contain a cross-reference system.

• A "Grocery Distribution Study," showing the extent to which food store merchandise is distributed among leading food outlets, has been published by the **Evansville Printing Corp.** The 48-page booklet, designed to help marketing executives determine volume potential, based on the information, is available from Jack L. Collier, National Advertising Manager, Evansville Printing Corp., 201 N.W. Second St., Evansville 5, Ind.

• The 1959-60 edition of "Hitchcock's Passenger Transportation Directory" (formerly "Mass Transportation's Directory"), which contains a buyer's guide listing over 1,000 suppliers of more than 280 products used by passenger transportation companies, has been published by **Hitchcock Publishing Co.** It also contains listing, with addresses, of manufacturers advertising in the directory; and a listing of all industry associations, giving names and addresses of officers. The 340-page directory, priced at $25, may be obtained from Hitchcock Publishing Co., Wheaton, Ill.

• Copies of a special newly-published 16-page tabloid "Marketing Edition" of the Quad-Cities (Rock Island, Moline, East Moline, Ill., and Davenport, Ia.), containing an analysis of the major classifications of business, statistics regarding sales, income, employment, payrolls, newspaper coverage of the *Rock Island Argus* and *Moline Dispatch*, are available from Harold E. Swanson, manager, general advertising, **Moline Dispatch,** Moline, Ill.

• A second edition of the Labor Press Directory has been issued by the **International Labor Press Assn.** The directory lists address, name of editor, frequency and format of its 292 member publications, plus the list of advertising representatives, associate members who are public relations men of unions and of the regional and industrial conferences affiliated with the ILPA. Copies may be obtained from Bernard R. Mullady, ILPA secretary-treasurer, AFL-CIO Bldg., 816 16th St., N. W., Washington 6.

• Facts on outside-of-bus advertising, including rates and allotments, are included in a four-page booklet, published by the **New York City Transit Authority.** It is available from New York City Transit Authority, 370 Jay St., Brooklyn 1.

Graze Opens Impact Agency

Ruth C. Graze, former vp of Alvin Epstein Advertising, has opened her own agency, with offices in the National Press Bldg., Washington. During the past 12 years she has been a leader in the production of local live tv programs using integrated rather than segmented commercials. Her agency, Impact Advertising, will offer complete marketing services.

Marador Appoints Jordan

Marador Corp., Los Angeles manufacturer of catalog covers, custom binders and magazine binders, has appointed Jordan Co., Los Angeles, to handle its advertising and pr. The company is now developing new West Coast markets. National advertising is slated to begin early in 1960.

Petersen Moves Wick East

John Wick, formerly midwestern ad manager of Petersen Publishing Co., Los Angeles, has been named eastern ad manager of Petersen. He will be headquartered in New York. He replaces Ben LeMaster, who has resigned to establish his own ad representative organization.

IN DETROIT
YOU KNOW WHERE YOU'RE GOING WITH
WJBK-TV
CBS PROGRAMMING • CHANNEL 2

Sales are UP in booming Detroit

Dept. Store Sales	UP 17%
New Car Sales	UP 97%
Employment	UP 9%
Car and Truck Output	UP 90%

(Sept.'59 vs Sept.'58—Detroit Board of Commerce)

And UP is definitely the word for WJBK-TV viewers

September ARB Share of Audience is 34.2%—26.2% higher than any other Detroit station.

One of the leading CBS stations in the nation for share of audience.

You know where your audience and sales are going with WJBK-TV—They're going UP!

a STORER station

CALL KATZ
or
STORER NAT'L SALES OFFICES
625 Madison Ave., N.Y. 22
•
230 N. Michigan Ave.
Chicago 1

and only ONE can give you TOTAL Coverage in the PONTIAC AREA

98% of the homes in Pontiac take The Press. 74% of Press readers take no other daily newspaper. 88% take no other evening paper. Total Selling needs Total Coverage. In Pontiac, Total Selling Means The Press.

THE PONTIAC PRESS
PONTIAC • MICHIGAN
Scolaro, Meeker & Scott, New York, Philadelphia, Chicago and Detroit
Doyle & Hawley, San Francisco and Los Angeles

Readers write: *they know fact from Razzle-Dazzle on who buys what in the Chemical Industry*

THEIR LETTERS show they agree with C&EN and I/EC—that

THE CHEMICAL SPECIALIST

is the key man in the purchase of chemicals, processing equipment and instruments today.

FOR some time now, two leading magazines in the chemical industry, CHEMICAL & ENGINEERING NEWS and INDUSTRIAL AND ENGINEERING CHEMISTRY, have been pointing out the overwhelming purchasing importance of the chemical specialist in today's chemical market place. We believe this is necessary. We believe it is important to *you*.

We believe that the true purchasing picture in the chemical industry has been confused. You have been told that you have only to sell this executive or that management title, and you have sold the entire industry. You have been told that this scientific degree is more important than some other. Or that "top management", technical training or not, buys everything.

We have attempted to set the record straight. Here, we believe, are the facts:

It takes a technically trained man to buy or specify chemicals, chemical processing equipment or instruments. He may be a chemist or a chemical engineer. He may be a superintendent or a research manager. But, no matter what his title, he is first and last a CHEMICAL SPECIALIST.

And this is the composite chemical executive who reads and studies CHEMICAL AND ENGINEERING NEWS, and INDUSTRIAL AND ENGINEERING CHEMISTRY.

C&EN and I/EC do not claim to be all things to all people. We claim only to represent the two technical magazines that are edited for the needs of CHEMICAL SPECIALISTS.

CHEMICAL AND ENGINEERING NEWS is the chemical specialist's weekly *news* magazine. INDUSTRIAL AND ENGINEERING CHEMISTRY is the chemical specialist's only complete *technical* publication.

Neither book is edited for a specific title, a specific educational degree, or a specific management function. Both publications are *edited specifically* for the chemical specialist.

* * *

THE volume of letters, phone calls and comment we have received seems to indicate that (a) our reasoning is sound, and (b) the technical magazines we represent are the most efficient way to advertise and sell to the chemical specialist.

Some letters and comments came from men high in business and industrial affairs. Others came from advertising agency executives, chemical men, chemical company advertising managers. They took the time and trouble, out of their busy day, to favor us with such remarks as you see below.

"I read your ad in the *New York Times* with a great deal of interest. Certainly the chemical specialist must be sold. I am sure nobody who is acquainted with your industry would quarrel with this concept."

"I want to compliment you and your organization on the very excellent job you did on your 'Razzle-Dazzle' ad. I have felt for a long time that our salesmen cannot contact everyone in an organization who is responsible for buying."

"A most provocative type of advertisement which as far as I'm concerned hits the nail on the head."

"A good program. An approach which is unique in our field. It points up the importance of the chemically trained specialist."

"It's a good ad. It's long but I read it all. I agree with most of it."

"I have just read your ad and I hasten to tell you that in my judgment it is one of the finest pieces of media promotion copy ever written."

"One of the best written ads to come across my desk in some time. I am making it a part of the permanent file."

"I'd like to say that your full page ad was just wonderful. I wish I had written it."

"I read your ad twice. Once on the train and once again in the office. It is a great ad. Wish we had done it."

"I agree wholeheartedly with the principles you have set forth in the recent advertisement headlined 'Let's cut out the razzle-dazzle about who buys what in a chemical company.' This is one of the few advertisements for industrial media that says something."

WITH the preponderance of comment so overwhelmingly in our favor, may we—as sponsors of previous statements along the same lines—suggest that you owe it to yourself and your company to review the facts, and see for yourself how they fit in with your chemical advertising plans today?

CHEMICAL AND ENGINEERING NEWS

Chemical and Engineering News
(The chemical specialists' authoritative news magazine—over 100,000 readers every week.)

I/EC
INDUSTRIAL AND ENGINEERING CHEMISTRY

Industrial and Engineering Chemistry
(Processing technology for the chemical specialist in Design, Development and Research.)

PUBLISHED BY
The American Chemical Society,
1801 K Street, N.W.,
Washington 6, D.C.

ADVERTISING MANAGEMENT
Reinhold Publishing Corp.,
430 Park Avenue,
New York 22, N.Y.

☞ NOTE: CHEMICAL AND ENGINEERING NEWS' *10-minute presentation, telling the factual story of "Management in Depth" in the chemical industry, is now available. Also send for Mills Shepard's "Analysis of Advertising in Chemical and Engineering News"; the CPI "Market Target" series; and "Monday Morning in Pittsburgh", a dramatic story showing C&EN's depth-coverage in the Pittsburgh area. Phone or write:* A. STUART POWELL, *Reinhold Publishing Corporation, 430 Park Avenue, New York 22, New York, MUrray Hill 8-8600. Offices in Chicago, San Francisco, Los Angeles, Cleveland, Seattle, Houston, Denver and Tulsa; phone numbers and addresses in local directories.*

☞ ☞ NEW OVERSEAS EDITION: INDUSTRIAL AND ENGINEERING CHEMISTRY *is now published in two editions: The Domestic Edition, and a new International Edition published here and distributed abroad. Domestic black-and-white page rate is $395, International $250, combination $495. Send for complete new information on new marketing opportunities for American-made chemicals, equipment and instruments abroad. Phone or write* SCOTT LEONARD.

Rogers E. Roth Tarter B. Roth Watkins Cowan Utley Renshaw

PAUSE—*At the Fort Worth regional meeting of the National Assn. of Broadcasters were W. D. (Dub) Rogers, KDUB, Lubbock; Eugene J. and Bob Roth, KONO, San Antonio; George Tarter, KCBD-TV, Lubbock; F. A. Watkins, KTHS, Little Rock; Steve Cowan, KGBC, Galveston; George Utley, WFAA, Dallas; John Renshaw, KSLA-TV, Shreveport.*

Commercials Killed Dream of TV Role, Sec. Mitchell Says

BOSTON, Nov. 17—Secretary of Labor James P. Mitchell complained last week that commercial domination of television "has frustrated the brilliant hopes society once had for that medium's ability to enrich and improve lives."

In an address to the alumni of Boston University, the secretary charged that Americans are "smothered by fictions," and deluded into thinking that they will be happier, healthier, more successful if they purchase or use certain products.

"The deception practiced as a part of the format of any particular program is a small thing compared to this massive and wilful confusion of values," he contended.

■ "There is no more dangerous form of deception than to create secular appetities in a general populace faced with strict and stern responsibilities to themselves and the rest of the world," he argued, "yet this is the very substance of commercial programming. One of the most powerful, certainly the most attractive form of communication ever devised by man has been used not as a spokesman but as a salesman."

■ Similar views were expressed in Washington last weekend by Dr. Alan F. Waterman, director of the National Science Foundation. In a speech at a conference on "The Mass Media and the Image of Science," he said, "Some of us feel that our emotions are becoming surfeited by the banality of an over dose of soap operas, shoot-'em-up westerns and glib tongued emcees of empty entertainment." Citing the fact that thousands of citizens have been getting up at unheard hours to study physics and Russian on tv, he asked, "Aren't you now persuaded that our people mean business, and aren't you able to demonstrate to potential sponsors that you have a receptive audience?"

While expressing his criticism of tv, Secretary Mitchell emphasized that the remedy is in awakened and enlightened responsibility on the part of the men who manage the media—producers, writers, editors, photographers and reporters. #

Dietrich Joins Mutual

John A. Dietrich Jr. has been appointed vp and general manager of the Chicago division of Mutual Transportation Advertising, New York. Mr. Dietrich had been associated with United Advertising Corp., Newark, for the past 28 years, where he was vp in charge of national sales.

Lumite Names Lowe & Stevens

The Lumite division of Chicopee Mills in Cornelia, Ga., has named Lowe & Stevens, Atlanta, to handle advertising and promotion of its Saran shade cloth. The account was formerly served by Lennen & Newell, New York, which continues to handle all other advertising for the corporation.

memo:

Who BUYS?

In the hotel-motor hotel field, the manager makes over 88% of all buying decisions. 8154 hotel and motor hotel managers read

THE **HOTEL MONTHLY**

105 W. Adams St.
Chicago 3, Ill.
a Clissold Businesspaper

If you want farmers to buy your product by brand name, use the media farmers prefer . . . State and Local Farm Papers. They are a powerful builder of brand preference. Editorial impact makes the difference.

'Ads Help You Enjoy Life' Is Ad Week Theme

PORTLAND, ORE., Nov. 17—The theme of Advertising Week in 1960 will be "Advertising helps you enjoy life," reflecting the western way of life. Advertising Week will be Feb. 14-20.

Task force agency for the special promotion, which is jointly sponsored by the Advertising Assn. of the West and the Advertising Federation of America, is Botsford, Constantine & Gardner. The six agencies participating in preparation of the campaign are Cole & Weber (newspapers); Joseph Gerber (business papers); Dawson & Turner (farm papers); Pacific National (radio); McCann-Erickson (outdoor and car cards), all in Portland, and Miller, Mackay, Hoeck & Hartung, Seattle (television).

Marx Davies Ashbaugh Pruitt Buker Ostensoe Phillips Wilson Wieden Potter Mittelstadt

CREATIVE CONFERENCE—*Ironing out details for Advertising Week are John C. Buker, manager, John Ashbaugh and Ed Mittelstadt, all of Botsford, Constantine & Gardner, Portland, the task agency; Donald Ostensoe, ad manager, First National Bank of Oregon, and general chairman of the effort; Rick Pruitt, Dawson & Turner; Charles Marx, Pacific National; Clive Davies, McCann-Erickson; Frank Phillips, Oregon Engraving; Bill Wilson, Cole & Weber; Duke Wieden, Joseph Gerber Advertising; Don Potter, Oregon Engraving.*

The thinking behind the campaign revolves around the belief, recently substantiated by a Gallup poll, that people subconsciously like and depend on advertising more than they admit.

"We wanted to avoid arguments and defensive justification that might arouse resistance," Donald Ostensoe, advertising manager of the First National Bank of Oregon, and general chairman of the nationwide industry effort, said. "We felt the best approach would be merely to remind people, in simple, believable ways, how advertising helps them get more out of life."

The three ads, proofs of which have been sent to publications along with Advertising Week kits, carry dominant photographic illustrations of a family enjoying itself, each featuring a different situation.

All have the same headline, "This Good Life," and close with the "Advertising helps" theme. #

U. S. Steel Elects Worthington

Leslie B. Worthington has been elected president and chief administrative officer of the U. S. Steel Corp., New York, succeeding the late Walter F. Munford. He has also been elected a director and chairman of the executive committee and becomes chairman of the operations policy committee in Pittsburgh. Mr. Worthington, who joined the company in 1923, has been president of the Columbia-Geneva Steel Division of U. S. Steel in San Francisco since 1957.

'ARW Journal' Suspends

The Air Conditioning & Refrigeration Wholesalers Assn., Columbus, O., will suspend publication of its monthly magazine, *ARW Journal*, effective with the December issue. Communication to members will be through monthly bulletins.

Harromatic Names Hartung

Harromatic Corp., Shippensburg, Pa., has appointed M. W. Hartung & Associates, New Holland, Pa., to handle its advertising and public relations. Harromatic manufactures orchard mulchers.

Create product preference fast in the media farmers prefer

Farmers want to be sold through STATE and LOCAL FARM PAPERS

If your product competes with other brands . . . the editorial impact of State and Local Farm Papers helps your advertising build brand preference.

Asked to pick the one farm publication they value most, an outstanding percentage of farmers choose their State or Local Farm Paper . . . in survey after survey. This media preference pays off for you in better readership, wider acceptance, and helps develop fast preference for your product. And, of course, this means your advertising dollars can do a far bigger job.

Here's proof of the farmer preference you can get with State and Local Farm Papers: A survey in a midwest state reveals 4½ to 1 preference for the State Farm Paper over its nearest competitor. 45% of surveyed midwestern farmers picked their State or Local Farm Paper as their number one farm publication. The same or better preference percentage was revealed in two eastern states. In the Southwest, a State Farm Paper won hands down—with 61.7% preference. And so it goes.

Are you interested in creating a preference for your product—fast! Then let your farmer-prospects make your media choice. Place your advertising in the State and Local Farm Papers . . . Blanket Farmland U. S. A.

Find out more about the rich Farm Market . . . Explore the great sales potential it offers. Write for Booklet —"Farmland USA, America's Biggest Class Market." State and Local Farm Papers, Rm. 1600, 28 E. Jackson Blvd., Chicago, Illinois.

FIRST WITH FARM FAMILIES — BLANKETS FARMLAND U.S.A.

STATE and LOCAL FARM PAPERS

American Agriculturist
Arizona Farmer-Ranchman
Arkansas Farmer
California Farmer
Colorado Rancher & Farmer
The Dakota Farmer
The Farmer
The Farmer Stockman
Florida Grower & Rancher
Georgia Farmer
Idaho Farmer
Indiana Farmer
Kansas Farmer
Kentucky Farmer
Michigan Farmer
Mississippi Farmer
Missouri Ruralist
Montana Farmer Stockman
Nebraska Farmer
New England Homestead
Ohio Farmer
Oregon Farmer
Pennsylvania Farmer
Prairie Farmer
Southern Planter
Tennessee Farmer
Utah Farmer
Wallaces Farmer
Washington Farmer
Wisconsin Agriculturist

Need Source Material For a Campaign?

- Press Clippings can provide you with the necessary source material for a sales or advertising campaign based on actual events . . . can enable you to use real news rather than fictional situations to substantiate your claims and to convince your prospective customers. Invaluable for agency new business presentations. Interested in learning how we can serve you?

Burrelle's Est. 1888
PRESS CLIPPING BUREAU
165 Church St., New York 7, N. Y.
Phone BArclay 7-5371
1868 Columbia Rd. NW, Wash. 9, D.C.—CO 5-1757
Magee Bldg., Pittsburgh 22, Pa. — COurt 1-5371
14 E. Jackson Blvd., Chicago 4, Ill.—WA 2-5371
1456 N. Crescent Heights Blvd., Los Angeles 46, Calif.—Phone OLdfield 6-0304
One Operations Office (Livingston, N. J.)
NEWSPAPERS • MAGAZINES • TRADE PAPERS

WANT MORE CUSTOMERS IN FORT WAYNE...

Per cent of families reached

POST — 11%
LIFE — 13%
LOOK — 16%
READER'S DIGEST — 22%
PARADE — 71%
(More Than)

The things people of Fort Wayne read about in the **JOURNAL-GAZETTE** and **PARADE** on Sunday, move off the shelves on Monday and all week long!

Parade
THE SUNDAY NEWSPAPER MAGAZINE

The Sunday Newspaper Magazine
Parade
HEART DISEASE AND THE FOODS YOU EAT
THE JOURNAL-GAZETTE
49 Stars Fly Guam To N Y
Union Welcomes 49th State As 4th Feted

Represented Nationally by Allen-Klapp Co.

PARADE . . . The Sunday Magazine section of more than 60 strong newspapers, reaching 9½ million homes every week.

N. Y. Judge Asks Briefs Jan. 4 in Loblaw Aspirin Case

BUFFALO, Nov. 17—Whether customers may continue to buy aspirin tablets in supermarkets or only in pharmacies became the focal point last week of a state supreme court suit which has national implications.

Bayer aspirin tablets were the object of a suit before Justice Reid S. Mule brought by the Loblaw supermarket chain, which maintains it has the right to sell them in its stores without first obtaining registration certificates from the state board of pharmacy and to make sales through employes who have not obtained licenses "or who are acting under the supervision of persons so licensed."

■ Justice Mule reserved decision after directing counsel for the state board of pharmacy and the board of regents, as well as Loblaw, to file briefs and affidavits by Jan. 4.

Dr. Charles A. Brind, counsel for the board of regents, and Judge Paxton Blair, state solicitor general, appeared in opposition to Loblaw.

Dr. Brind said that the state medical society later also may enter the suit. Clarence I. Runnals, of Niagara Falls, representing the state pharmaceutical society, appeared as "a friend of the court" in opposing the sales by Loblaw.

Mathias F. Correa, of New York, is from the Sterling Drug (Bayer) law firm. Edwin F. Jaeckle, of Buffalo, represented Loblaw. They argued that the process of manufacturing their aspirin tablets contains a number of important trade secrets "in the interest of purity and stability of manufacture."

"The process of manufacturing our product is an expensive one," said Mr. Correa. "The majority of sales of our products are not made in pharmacies."

■ Loblaw operates a chain of 228 supermarkets in various states. Mr. Correa described aspirin as a "proprietary medicine [which] is not deleterious or habit forming."

Dr. Brind maintained that the tablets are not proprietary medicines because the patent on them expired in 1917 and that now they can be manufactured by anyone. He said that under the law their sale must be restricted to drug stores and that sales in groceries are illegal.

"All that Bayer now has is the exclusive right to use its name as a trademark," said Dr. Brind. "It no longer is a proprietary medicine which under the law may be sold by unlicensed persons. There is nothing secret about the manufacture of aspirin. Anyone can make it." #

Improve Appearance of Business Papers, Peter Urges Editors

NEW YORK, Nov. 17—The vital importance of the visual presentation of the printed message in business papers was stressed here by John Peter, magazine designer, at an editorial symposium sponsored by Associated Business Publications. About 65 editorial people participated. James R. Thelan, vp of American Trade Publishing Co., and managing editor of *Bakers' Weekly*, presided.

Mr. Peter presented examples of various ways to improve the physical presentation of the written message by means of typography, art work, photography, layout and design.

The average business paper reader, Mr. Peter said, is pressed for reading time. It is the duty of editors to present their material as quickly, easily and attractively as possible.

■ In short, he said, it is the editor's job to make it easy for the reader to get information. This begins with the contents page and runs throughout the publication, he said.

A similar symposium will be held in Chicago Nov. 18 at the Union League Club; it will also be sponsored by ABP. #

NBC Spot Names Two

Joseph J. Casola, formerly a senior promotion and presentation writer at NBC Radio, has been named manager of sales development of NBC Spot Sales, New York, replacing Wilbur M. Fromm, who has been named manager of the new business and promotion department. Kenneth G. Fuller, formerly a radio salesman in the San Francisco office of Katz Agency, has been named to the San Francisco sales staff of NBC Spot Sales.

Stickin' around with kleen-stik®

IDEA NO. 161

"Shock-ing" Use by MONROE

With special truck painting costs skyrocketing, **Monroe Auto Equipment Co.**, of Monroe, Mich., sought a *better way* to identify dealers' vehicles advertising **Monro-Matic** Shock Absorbers. And Ad Director **Alan Ballantyne** found it—in these versatile, *weather-proof* **Vinyl-Stik** signs. They apply *oh-so-easy* on any car or truck (as well as on garage or gas station exterior) . . . and *stick tight*, unaffected by heat, cold, moisture, oil, scuffing—practically indestructible! Colorful screening job by **Morgan Process Co.**, Detroit—prexy **Jim Morgan** and **Walt Bryans** handling.

1934-1959 • 25 YEARS OF PRESSURE-SENSITIVE PROGRESS

The World's Most Versatile Self-Sticking Adhesive

IDEA NO. 162

Gunning for Sales?

So was the Ammunition Div. of **Canadian Industries, Ltd.**, Montreal—so Ad Mgr. **Ed Church** decided to "blast away" with this neat **C.I.L.** Shot display. *Actual samples* of bird shot and buckshot are contained in "pockets" of the vacuum-formed plastic back. Then, just add a sheet of **Kleen-Stik** 5-mil **Clear Acetate**, held firmly with its *permanent*-type adhesive. The clear, self-sticking material provides "show-thru" as well as carrying the screened selling message. **Gorrie Advertising, Ltd.**, Toronto, did the slick production. Idea originated with **George Haliburton, V-P.**

From shot to shocks, you'll hit your sales target better if your P. O. P. ammunition is armed with the extra selling power of Kleen-Stik. See your regular printer, lithographer, or silk screener—or write for loads of fresh ideas.

1934-1959 • 25 YEARS OF PRESSURE-SENSITIVE PROGRESS

kleen-stik
PRODUCTS, INC.
7300 West Wilson Avenue
Chicago 31, Illinois

ABC-TV only net to show gain in first report after time change!

	last year share of audience	this year share of audience	% change
ABC-TV	27.5	29.5	+7%
NET Z	31.1	28.8	-7%
NET Y	32.7	32.2	-2%

Source: Nielsen 24 Market TV Report for all commercial programs Sunday-Saturday 7:30-10:30 PM the week ending November 1, 1959, versus the identical time periods for comparable week in 1958.

1934-1959 • 25 YEARS OF PRESSURE-SENSITIVE PROGRESS

Patterson to Architecture Book

Sam H. Patterson Jr., formerly with Ketchum, MacLeod & Grove as an account executive, has joined *Progressive Architecture*, New York, as research and sales promotion manager. He succeeds Keith Aldrich, who resigned to join John Sutherland Productions Inc.

SIMPSON-REILLY, LTD.
Publishers Representatives
SINCE 1928
LOS ANGELES HALLIBURTON BLDG.
SAN FRANCISCO CENTRAL TOWER

Union Central Names Stockton

Union Central Life Insurance Co., Cincinnati, has appointed Stockton, West, Burkhart to handle its advertising. Union Central previously placed its advertising direct.

Jerrold Electronics Anti-Trust Trial Opens in Philadelphia

PHILADELPHIA, Nov. 17—A 33-month-old civil anti-trust action against Jerrold Electronics Corp. came to trial here last week before Judge Francis L. Van Dusen in U.S. district court.

The government charges that Jerrold and five of its subsidiaries have restricted competition in the sale of community antenna equipment. The complaint, filed in February, 1957, also alleges that the electronics company compelled its customers to contract for parts and maintenance and engineering service in buying equipment.

The company has denied any anti-trust violations.

■ In addition to the Jerrold Co., defendants are Milton Jerrold Shapp, president; National Jerrold Systems Inc., Philadelphia; Jerrold-Northwest Inc., Seattle; Jerrold-Southwest Inc., Dallas; Jerrold-Ohio Inc., Cleveland, and Jerrold-Mid Atlantic Corp., Baltimore.

■ The opening days of the trial were occupied with over 200 exhibits brought to the attention of the court by a three-man government team headed by Wilford L. Whitely Jr. Israel Packel is the defense attorney. #

DENVER BUILDING SETS RECORD

TITAN BASE TAKES SHAPE AT LOWRY RANGE

Huge concrete bubbles take form in the excavation at one of the four Titan missile complexes being built at Lowry Bombing Range east of Denver. Man in foreground is standing on ground level, 40 feet above base of the partly completed domes. Arrow points to a workman. The foreground structure will house power plants for the self-sufficient complex. Background dome will be control center, where crews will spend most of their time.

The Voice of the Rocky Mountain Empire

★★ **THE DENVER POST** HOME EDITION

Denver, Colo.—Climate Capital of the World

5 Cents, 72 Pages

Vol. 68, No. 85

4-County Loans Up 27 Million

The home building boom in metropolitan Denver has set a record in the first nine months of 1959.

The value of mortgage loans in the four-county area of Denver, Adams, Arapahoe and Jefferson amounted to $354,698,162 as of Oct. 1. That was the greatest dollar volume for any nine-month period in the area's history.

The totals were released Wednesday by Lloyd Hughes, president of Record Abstract & Title Insurance Co. of Denver, Brighton and Littleton.

The dollar value of mortgage loans between Jan. 1 and Oct. 1 was $27,831,654 ahead of the same period in 1958.

Arapahoe in Lead

Hughes said Arapahoe County is leading in percentage gain over 1958 in both number of loans and dollar value. The number of new loans increased 33.4 pct. from 3,880 to 5,176. Dollar value in Arapahoe County was up 43 pct. to $77,088,163.

Jefferson County increased its number of loans 25.5 pct., from 3,525 to 4,426. The dollar value was up 23 pct. from $53,262,220 to $65,565,674.

In Adams County the number of loans was up 12.5 pct. to 5,288 and the dollar value jumped 39.7 pct., from $55,154,956 to $77,080,964.

September dollar value was up 9.9 pct. over August while the number of loans made dropped from 2,860 to 2,845.

Top Lending Firm

Top mortgage lender in the area during September was Industrial Federal Savings & Loan Assn., headed by Al Bromfield. Industrial Federal whose board votes Wednesday on final plans for a new 24-story skyscraper headquarters at 17th and California Sts., approved 225 loans for $2,209,900 during the month.

Other top mortgage lenders during September were: Northwestern Mutual Life Insurance Co., $2,250,000; First National Bank of Denver, $2,079,175; Colorado National Bank, $1,929,427; Kassler & Co., $1,648,150; Allied Colorado Enterprises, the Allen Investment Co., $1,464,000; Mortgage Investment Co., $1,326,700; Van Schaack & Co., $1,159,950; Midland Federal Savings, $953,904, and Empire Savings Building and Loan, $945,675.

Banks' Resources Increase in Year

Reflecting the latest 12 months of Denver's growth, the city commercial banks have chalked up a 46 pct. increase in resources and a 43 pct. increase in deposits, financial statements appearing in The Denver Post showed.

Total resources as of the national bank call of Oct. 6, reached $1,128,194,959, compared with $1,077,950,974 on June 10 and $772,363,507 a year ago.

Deposits (both savings and commercial) reached $1,017,532,790, compared with $965,280,863 on June 10 and $709,985,713 a year ago.

A whopping 67 pct. in loans and discounts made by the banks reflected the increased optimism among residents, bankers said. Loans as of Oct. 6 reached $547,257,754, a gain of $9,718,462 over last June and compared with $220,161,393 a year ago.

Banks' holdings of U.S. government bonds, as shown by the latest statements reached $242,729,071, an increase of $11,582,688 over last June and $31,926,000 over last year.

Leader in Growth

First National Bank led the parade in the major categories, with resources totaling $314,329,715; deposits of $290,460,133; loans of $151,658,077, and U.S. government bond holdings of $66,491,690.

Second was Denver U. S. National, with resources of $296,958,679; deposits of $263,695,025; loans at $147,594,303, and U.S. Government bonds $57,755,889.

Holding easily at third place is the Colorado National Bank, with Oct. 6 resources at $158,394,756, deposits at $145,490,016, loans at $79,286,922, and U.S. government bonds at $32,554,605.

Central Bank & Trust Co., which has long set a pace in bank innovations in the area, increased its resources from $123,934,378 last June to $132,896,048 in the latest statement. Its deposits stood at $116,191,486 compared with $108,555,310 last June. Its loans now total $62,628,013.

Cattle Bring $2 Million

More than 11,000 cattle were sold Thursday for $2 million in the second Denver Union Stock Yard special fall feeder sale.

It was the biggest feeder sale in the U.S. with the exception of the National Western Stock Show, according to John O'Dea, executive secretary of the Denver Livestock Exchange.

More than $1 million was paid for 6,000 feeder cattle in the first special sale last month.

In the feeder show 70 loads of cattle averaged $29.22 a cwt. The grand champion lot was 20 head of 431 lb. Angus steer calves shown by the Nebraska-Colorado Cattle Co., Craig, Colo., which sold for $36.25 cwt. to R. A. Haddock, of Minneapolis, Kan.

The reserve champion lot was 20 head of Hereford steer calves averaging 382 pounds shown by the Greenland Land and Cattle Co., Greenland, Colo. It sold for $34.75 cwt. to Ralph Johnson, of Denver.

Eighteen lots of steer calves averaged $33.29 cwt.

The Colorado-Nebraska Cattle Co. showed 20 head of 431 lb. Angus heifer calves for grand champion honors. Mann-Boyd & Mann commission house bought the cows for Floyd Binder, of Milliken, Colo.

Thirteen lots of heifer calves averaged $32.17.

Sam Little, of Gunnison, showed the prize lot of yearling steers, 20 head of 709 lb. Herefords. They sold for $26.25 cwt. to Western Order Buyers, Chicago.

An average of $26.25 was paid for 24 lots of yearling steers.

First place yearling heifer lot was 33 head of 560 lb. Angus crossbred shown by E. B. Shawver, Walden, Colo. They were sold to Ray Reynolds, Longmont, Colo., for $24.50 a cwt.

Ten lots of yearling heifers averaged $24.95. Calf prices were stronger and the year-[illegible] as buyers

Phones Up 133,000 In Area

Mountain States Telephone & Telegraph Co. has 133,000 more telephones in service in its seven-state area than it did on Jan. 1, President Walter K. Koch reported Thursday to stockholders.

There now are approximately 22 million phones in service in the Mountain States system.

Long distance calls are running about 13 pct. above last year, Koch said in his report, and the long-term outlook for business in this region "continues to be on the favorable side."

Koch disclosed that Mountain States had $72,450,234 in operating revenues during the quarter ended Aug. 31, as compared with $64,614,366 in the same quarter of 1958.

Operating revenues for the 12-month period ending Aug. 31 were $277,345,301, a gain from the $245,645,494 in the previous 12 months.

Koch reported that earnings for the third quarter this year were $2.49 a share, compared with $2.56 for the same quarter last year. He said issuance of 700,903 new shares of stock in October, 1958, and wage increases in May of this year had an impact on earnings during the third quarter.

Denver Area Population Still Booms

Denver's population boom, third largest in the U.S. (after Miami and San Diego), is continuing unchecked.

The Denver Chamber of Commerce said Saturday in a monthly statistical report that the number of electricity customers in the five-county metropolitan area hit 28,111 as of Sept. 1.

That was an increase of 10,400 over a year earlier, indicating a population jump of at least 40,000 persons.

Confirming statistics included the "passengers arriving and departing" report from Union Station and Stapleton [illegible]

Titan Layout Contract Set

LOS ANGELES, Calif.—The U.S. Air Force Ballistic Missiles Division announced Thursday it has completed signing of a $42 million contract for the Titan intercontinental ballistic missile layout near Denver.

Awarding of the contract was made earlier.

The contractor, American Machine and Foundry Co., New York City, will construct underground launching platforms and storage units for 18 Titan launching sites.

The launchers are grouped in clusters of three.

Four of the clusters will be on the Lowry Bombing Range. Another cluster will be 3 miles northeast of Deer Trail, Colo., about 45 miles east of Denver. The other will be at Elizabeth, Colo., about 35 miles southeast of Denver.

[illegible] site will have

Ideal Plans $22 Million Expansion

Cris Dobbins, president of the Denver-headquartered Ideal Cement Co., largest concrete producer in the nation, said Thursday his firm plans to have spent $22 million for capital improvements by year's end.

He said the company's 1959 capital expenditures are based [illegible] faith in a "continued sub-[illegible] field

Auto Sales Up 6,318 Over 1958

A total of 25,774 automobiles of 1959 model had been sold in the four-county Denver metropolitan area as of Oct. 1, when the new 1960 models began to make their debuts.

The total, announced in the monthly report of the Metropolitan Denver Auto Dealers Assn., was an increase of 6,318 over sales the first nine months of 1958.

The report showed that 11 pct. of all new cars sold in the metropolitan area up to Oct. 1 were foreign imports. Foreign car sales stood at 2,821, a gain of 884 units over last year.

Forty different makes of foreign cars are on sale in Denver. American makes number only 17 in the passen-

Big PSC Expansion Plan Set

Expansion plans of the Public Service Co. of Colorado call for five-year expenditures totaling $190 million, Robert Person, new president of the company told the Denver Chamber of Commerce members council Friday

Research Building Start Due

The American Medical Center (JCRS) in Lakewood Thursday scheduled Nov. 16 as the date for ground breaking for the $2 million Eleanor Roosevelt Institute for Cancer Research.

Noted government officials and members of the Roosevelt family will participate in ceremonies at the site.

Charles C. Winocur, center [illegible] said the cancer

MacManus, John & Adams Adds 3 to Staff, Names Howson

Charles H. Howson has been appointed a vp of MacManus, John & Adams, Detroit, and Patrick D. Beece, Donald Woodward and Robert L. Chope have joined the agency as account executives.

Mr. Howson, who joined the agency in 1952, will be in charge of the Bendix Aviation Corp. account. Mr. Beece, formerly a brand manager of Armour & Co., has been assigned to the Dow Saran Wrap account. Mr. Woodward, formerly with Campbell-Ewald Co., Gray & Kilgore, and Fuller & Smith & Ross, will service the Dow chemical department. Mr. Chope, who will be in charge of the Dow plastics account, was formerly with Compton Advertising.

Booker Joins Miller

Archy S. Booker has been named to the sales staff of Miller Publishing Co.'s New York office, assigned to *Farm Store Merchandising* and *Croplife*. Mr. Booker formerly was director of advertising for *Hoard's Dairyman*, and represented *Hoard's* 23 years.

Lawry's Foods Boosts Pedersen

Jens Pedersen has been promoted to the position of director of advertising and public relations of Lawry's Foods Inc., Los Angeles, and affiliated restaurants. Mr. Pedersen joined Lawry's earlier this year as assistant advertising manager.

few papers, anywhere,
cover their home city
and trade area as
completely and effectively
as THE DENVER POST

one of America's Great Newspapers
covering the nation's third
fastest growing major market

Editor and Publisher: PALMER HOYT

Represented Nationally by
MOLONEY-REGAN & SCHMITT, INC.

CIRCULATION

Evening, except Saturday	252,748
Sunday	339,281
Empire Magazine and Comics	366,564

A. B. C. Publisher's Statement March 31, 1959

More Ads to Push Ethical Drug Sales Urged by Burdick

NEW YORK, Nov. 17—Ethical drug manufacturers were urged last week to do more advertising to the general public.

They were told to do it in two ways: Increased promotion of their over-the-counter products, and institutional advertising in national media as a supplementary support for their promotion of prescription products.

This double-barreled prescription came from Dean L. Burdick, president of Burdick & Becker, New York agency specializing in pharmaceutical advertising.

Speaking at the annual pharmaceutical workshop of the Direct Mail Advertising Assn., Mr. Burdick said that over-the-counter products—drugs sold without a prescription but not generally advertised to the public—could provide manufacturers with "a profitable new potential."

These products, he contended, now require "accelerated aggressive promotion." Many of these products are now advertised to doctors, even though they are available without a prescription, and Mr. Burdick pointed out that a program of direct advertising to the consumer could result in an important byproduct—a reduction in "the weight of the physician's promotional burden."

■ Turning to the prescription drug area, Mr. Burdick said the marketing problem was akin to that of industrial advertisers because it is based on achieving a large sales volume through a few outlets (the prescribing doctors). "Let's face it," he declared, "our sale is not a $5 or $10 unit. Just one physician, properly sold on a particular drug, may account for a $5,000, $10,000 or even $20,000 unit sale in the course of one year."

In other words, Mr. Burdick continued, marketing of prescription drugs is similar to International Business Machines' marketing of typewriters, and he went on to point out that IBM, in addition to hitting its primary sales targets, also mounts umbrella advertising in national media "to sell the institution of IBM as well as its machines." #

Newspaper R.O.P. Color Use Up 29.7% in September: Hoe

NEW YORK, Nov. 18—Newspaper r.o.p. color linage in September totaled 13,741,053 lines, a 29.7% (3,147,118-line) gain over September, 1958, according to the monthly "Hoe Report on R.O.P. Color" published by R. Hoe & Co., New York.

R.o.p. color linage for the year to date totals 107,577,035 lines, 25.6% (21,910,383 lines) ahead of the comparable figure for 1958, the report says.

Almost 50% of all color advertising in September in newspapers checked by Media Records, on whose data the Hoe report is based, was placed by retailers, the report notes. The gain in retailer linage over September, 1958, was 28.9%; September linage from national advertisers was 24.1% over September, 1958.

■ The big r.o.p. color advertisers in September were Florida Frozen Orange Juice, which placed 482,951 lines in 172 papers in 100 cities. Shell Oil Co. was second with 242,364 lines in 107 newspapers in 63 cities. Following these were Campbell Soup, Kellogg and Pepsi-Cola.

The leading categories of advertisers in September were dairy products with 81 accounts (compared with 64 in September, 1958), baking products with 45 accounts (34 in September, 1958), groceries with 45 accounts (38 a year earlier), public utilities with 38 accounts (33 a year earlier) and meats, fish and poultry with 34 accounts (19 a year earlier), the report says.

"It is surprising to learn of the wide acceptance of color by public utility accounts across the country," the report observes. "It is understandable that a color picture of a dairy product puts more sell into the copy and appeal. But public utilities have found that color sells service too," the report concludes. #

Ash Joins Bevel Associates

Henry Richard (Pete) Ash has joined the Dallas office of Bevel Associates as a copywriter. Mr. Ash was formerly with Ted Bates & Co., Merrill Anderson Co. and Marschalk & Pratt division of McCann-Erickson, all of New York.

BREAK IT WITH...

FILMOTYPE

Like real cool, man. That's what you'll say about the Filmotype Photo-Typesetting Machine. Cold composition for every display type and lettering need! Actually a pleasure to use, especially since cost is pennies per word . . . quality unquestionably finest professional grade . . . the convenience, speed, simplicity perfect supplements to the pressure of production. Filmotype . . . the hottest machine in the field of cold composition!

AND CONSIDER: the most all-inclusive style selection in photo-typesetting/From 12 pt. to 144 pt./Screens, tints right from the machine/Limitless intermixing of faces.

NOTE: Play it safe . . . save . . . with the Filmotype "Pays-for-itself" Purchase Plan. Write for complete details, today.

FILMOTYPE
7500 McCormick Blvd., Skokie, Ill.
☐ Have the Filmotype representative make an appointment in my own office for a demonstration.
☐ Send me further information about the Filmotype Photo Lettering Machine.
Name
Firm
Address
City Zone State

TOTAL

DISPLAY

ADVERTISING

For seven consecutive years and for the first nine months of 1959

LA PRESSE has published the LARGEST VOLUME OF ALL NEWSPAPERS IN CANADA

ALSO GREATEST LINAGE IN
RETAIL and DEPARTMENT STORE
ADVERTISING

U.S. Representatives: Shannon & Associates Inc.

LA PRESSE

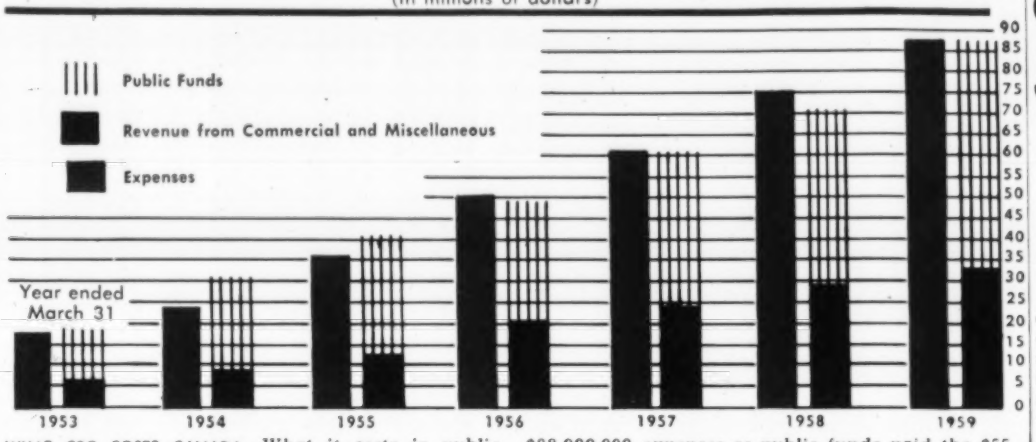
The Greatest Selling Force in French Canada

Advertising Age

Canadian Market Issue

THE NATIONAL NEWSPAPER OF MARKETING

OPERATING EXPENSES AND REVENUE
RADIO AND TELEVISION
(In millions of dollars)



WHAT CBC COSTS CANADA—*What it costs in public funds to operate government-supported Canadian Broadcasting Corp. is shown. In year ended last March 31, CBC income from commercial, miscellaneous revenue totaled $33,000,000, falling far short of $88,000,000 expenses as public funds paid the $55,000,000 balance. Of total revenue, more than $30,000,000 came from tv, nearly $2,000,000 from radio. In seven years, national tv services have cost $170,000,000 in public funds. Source: CBC.*

'Inadvertent Error' by Lawmakers? . . .

Trading Stamps Sweep Canada after Law Is Revised; Merchants Protest

Legal? Seems So, as Loblaw Starts It Off With Bang; Others Join

TORONTO, Nov. 17—Stamp merchandising, which has swept into Canada with surprising force in recent months, may be here for good.

A loophole in the criminal code, revised by the federal government in 1955, may have made trading stamps in their present form legal by omitting six important words—"besides trading stamps commonly so called."

■ This is the opinion of Attorney General Roberts of Ontario, who said a study completed by his department "clearly indicated" that only the federal goverment could declare the stamps illegal.

When Parliament outlawed trading stamps in 1905, he said, it also declared illegal "besides trading stamps commonly so called, any form of cash receipt, coupon, premium, ticket or other device intended to be given to the purchaser of goods by the vendor."

■ Mr. Roberts said the definition remained in the old form until the recent revision of the criminal code in 1955 when the words "besides trading stamps commonly so called" were eliminated.

He said that while all forms of trading stamps were illegal in Canada from 1905 to 1955, when the six words were omitted by "possibly an inadvertent error," trading stamps in their present form in Ontario suddenly became legal.

Mr. Roberts said that under the old definition "we could prosecute across the province" anyone using premiums, tickets or coupons.

Earlier, Justice Minister Fulton said the federal government would wait for proof that trading stamps "damage the economy, or are a real prejudice to consumers" before it moved in on supermarkets using stamps. He was reported to have told delegates of the Retail Merchants' Assn. that responsibility for enforcing the criminal code rests with the provinces.

The criminal code stipulates that each stamp must show its value, that it must be redeemable at any time, and it must bear the name of the place where it was handed out to the consumer.

The stamps are illegal if they are redeemable by a person other than the vendor who handed them out, or if they are redeemable in

(*Continued on Page 94*)

Canada Will End Monopoly of Its CBC in Big Cities, Allow Independent TV by '60

TORONTO, Nov. 17—Independent television stations are expected to be in operation and in competition with the Canadian Broadcasting Corp.'s outlets in major Canadian cities before the end of 1960.

Until now, the government-owned CBC has had a television monopoly in this country's centers. Independent, or private, stations have been permitted, however, in small and medium-size communities.

The newly-established board of broadcast governors, the chairman of which is Andrew Stewart, former president of the University of Alberta, will open hearings on the applications for competitive television licenses at Winnipeg Jan. 11. The board then will move to other cities.

Three of the 15-member board

(*Continued on Page 92*)

Tight Talent Pool Hikes Salaries . . .

Canadian Agencies See 5% Rise in '59 Billing

Creativity Overshadows Marketing Concept; Fee Trend Slowed

By James V. O'Gara and Ian Murray

TORONTO, Nov. 18—The buoyancy and confidence that began to characterize Canadian advertisers and agency men in the second half of 1958—after a somewhat shaky first half-year—are everywhere in evidence this autumn.

Agency billings—which ran to a new peak of $237,654,038 last year, a gain of better than 5% over 1957—are pretty universally expected to advance again this year.

■ There was no inclination discernible among advertisers or agency men to predict a quick return to such a percentage advance in billings as was registered in 1957 over 1956—when a 10.5% hike was reported. But some knowledgeable advertising men were talking in terms of a 7% increase for some agencies, with an across-the-board gain of 5%.

"Billings in 1959 will be up," said Einar V. Rechnitzer, president of MacLaren Advertising. "The country is going through a moderate boom period, and the advertising business is one of the most reliable barometers of prosperity trends."

Another who thought billings "generally will be up for Canadian agencies in 1959," was Donald R. McRobie, president of Cock-

Top Canadian Agencies

Combined Radio-Tv Spot Billings

1 Cockfield, Brown & Co. (1)
2 J. Walter Thompson Co. (3)
3 Young & Rubicam (4)
4 MacLaren Advertising Co. (2)
5 McCann-Erickson (6)
6 Baker Advertising Agency *
7 McKim Advertising (7)
8 Spitzer & Mills (5)
9 Foster Advertising (8)
10 Stanfield, Johnson & Hill *

* Indicates not ranked in Top 10 last year. ( ) Ranking last year.

Source: All-Canada Radio & Television.

All Print Media But Magazines Gain in Canada

Newspapers Account for Most of Increase; TV Hikes Ad Share

TORONTO, Nov. 18—Print advertising expenditures in Canada last year reached an estimated net of $259,600,000—a new high and 4% better than the revised and now official 1957 total of $249,573,000.

The gain of $10,000,000-plus was made mostly by newspapers (daily, weekly and less frequently). But every other print media category—with the exception of magazines of general circulation—was credited with an advance. Newspapers were ahead nearly $8,000,000 while magazines were off an estimated $600,000. The figures (shown on the chart on this page) give newspapers an estimated 1958 total of $188,500,000 and magazines $17,500,000.

(*Continued on Page 80*)

How Net Advertising Revenue of Canadian Periodicals Has Grown

	Newspapers: Daily, Weekend, Weekly, Bi-Weekly and Tri-Weekly	Magazines of General Circulation	Business Papers: Trade, Technical, Scientific and Financial	Farm Publications	Telephone and City Directories	Religious, School, Fraternal, Juvenile, Almanacs, and Others	Total
1946*	$ 49,079,000	$ 5,325,000	$ 7,266,000	$3,200,000	$ 4,615,000	$ 515,000	$ 70,000,000
1950	93,534,000	9,110,000	10,353,000	5,336,000	7,938,000	1,220,000	127,491,000
1951	104,885,000	10,237,000	11,407,000	3,929,000	8,573,000	1,702,000	140,733,000
1952	116,818,000	11,007,000	13,317,000	4,753,000	9,367,000	1,967,000	157,049,000
1953	135,117,000	12,244,000	15,325,000	5,074,000	10,727,000	2,337,000	180,824,000
1954	144,202,000	14,340,000	16,614,000	4,911,000	12,152,000	2,403,000	194,622,000
1955	156,139,000	15,725,000	18,336,000	5,960,000	13,741,000	2,573,000	212,474,000
1956	176,454,000	17,940,000	20,642,000	6,311,000	16,009,000	2,742,000	240,097,000
1957	180,839,000	18,109,000	22,876,000	6,217,000	18,724,000	2,808,000	249,573,000
1958*	188,500,000	17,500,000	24,500,000	6,250,000	20,000,000	2,850,000	259,600,000

*Estimates of Maclean-Hunter research department.

Source: Dominion Bureau of Statistics, "The Printing Trades"; Business Newspaper Assn. of Canada.

field, Brown. Mr. McRobie characterized 1959 as "a busy and fairly quiescent year" for agencies, adding that these factors "will result in new business" in 1960.

■ A. B. Yeates, vp for public relations and advertising with Prudential Life Insurance Co., Toronto, and a leading figure in the Assn. of Canadian Advertisers, spoke of "a buoyant economy" and predicted that national advertisers "will probably increase their budgets another 4% or 5% within the next year."

Mr. Yeates viewed the past 12 months as "a year of consolidation and concentration on efficiency" by agencies and marketing departments of advertisers. He added that there has been a renewed emphasis on creativity evident, "with the marketing concept not so strong" as it once was —"or at least not so much discussed."

■ Another who saw "efficiency" as a preoccupation of agencies was Alan Bell, general manager of the Canadian Assn. of Advertising Agencies. "Most agencies," he said, "have been having a good year, and net profit seems to be up a little, too. The slight recession of early 1958 impelled agencies to a cost-consciousness and to more efficient operation. They started to get their houses in order."

Talk of costs and efficiency inevitably moves Canadian agency men—like their colleagues in the U.S.—to a little griping about profit pictures. "It's the same, or worse," complained the head of one big-billing shop. "It certainly can't go down much further from the 1.6% that it is now." He said an agency's recourse is "to improve yourself with the fee method."

■ Some leading Canadian agencies have been moving to fees for several years on the theory that advertisers would rather pay thus for services than do without them. In this connection, the statistics turn up an interesting point. While fees declined last year from 1957, to the tune of $193,828, gross revenue on those fees increased by $465,722.

Here are the figures: agency fees, including those for market surveys and all other agency services, totaled $1,696,261 in 1954, and gross revenue on that total came to an astonishing $1,349,557. In 1955 fees moved up to $2,315,583, while the gross slid back to $1,221,103. In 1956, fees totaled $2,783,088, and the gross was $1,750,947. In 1957, when fees jumped all the way to $4,058,661, gross revenue was reported at a new high of $2,380,299. The 1958 fee total slid back to $3,864,833 while gross revenue on this figure registered a new high of $2,846,021.

Canada's Top Ten Agencies

In Billings, 1958

1958 Rank	Agency	1958 Billings	1957 Billings
1	MacLaren	$27,400,000	$25,400,000
2	Cockfield, Brown	26,100,000	27,500,000
3	McKim	13,300,000	11,200,000
4	Lovick	13,000,000	13,000,000
5	Vickers & Benson	12,100,000	10,500,000
6	Stanfield, Johnson & Hill	9,300,000	6,100,000
7	McConnell, Eastman	9,200,000	8,500,000
8	Foster	7,400,000	6,000,000
9	Baker	6,500,000	6,500,000
10	Spitzer & Mills	6,200,000	6,000,000

■ One problem, apparently, is convincing clients that they should pay for services which, in past years, have been rendered gratis by agencies. Some top ad executives believe clients are becoming more amenable in this area.

But agency net revenues from all sources—commissionable billings and fees of all kinds—are still trying to beat their way back up to the high-water mark reached in 1956, when the net (before income taxes) of 110 agencies was $3,264,250. That year, the agencies reported combined billings of $204,580,522.

■ In 1957, when 113 agencies billed $226,083,949—a record—their net was put at $2,594,206. And last year, with 123 agencies contributing to a $237,654,038 billings figure, the net was a slightly better $2,710,542. That put 1958, as a net revenue year, about on a par with 1957, when the net was 7.3% of total gross revenue. And that percentage, according to the Dominion Bureau of Statistics, "was the smallest registered since 1947, the first year for which this information was collected."

The DBS report showed 14 agencies with billings of $5,000,000 or better (there were 15 in 1957). These 14 shops handled 67% of total billings. There were 44 agencies with billings of $1,000,000 or more (there were 40 a year ago). These 44 agencies handled 94% of the billings. Agencies with less than $100,000 in billings, on the other hand, grew from a total of 13 to 25.

Here, in a nutshell, is how the Dominion Bureau of Statistics wrapped up its billings report on advertising agencies in 1958:

"Of the 123 firms reporting, 30 firms with total billings of $40,567,779, showed losses for the year averaging $12,668 per firm, as compared with an average loss of $17,541 and total billings of $25,858,184 reported by 31 firms in 1957.

"The remaining 93 firms showed an average net profit of $33,232 and total billings of $197,086,259, as compared with average net profit of $38,268 and total billings of $200,225,765 reported by 82 firms in the previous year."

■ Since 1953, agency employes have grown from a total of 2,880 to 4,197 (in 1958). In that period they have been paid between 60.3% and 63.2% of agencies' gross revenues. Here's how the payments have grown (while the number of agencies advanced from 88 to 123):

Year	Employes	Pay
1953	2,880	$13,631,000
1954	3,173	15,220,000
1955	3,416	17,306,000
1956	3,790	19,758,000
1957	4,042	22,591,000
1958	4,197	23,826,000

■ "The continuing higher price of personnel," said one agency man, "is one of the reasons the profit picture is no better than it has been." The chances are that agency salaries will continue upward in Canada. "The pool of experienced people is always small," pointed out the president of one agency. "There is a constant demand for top-grade people."

One advertiser said agencies and client ad departments were "giving lots of thought to the selection of personnel" and that there was "talk of training programs in agencies." The CAAA, which conceded the existence of "a tight talent pool," said there are "a lot of young men who want to get into the business." It would seem that Canadian agencies generally will expand more and more into training programs.

All the factors presented in the

"Essential to Caterpillar promotion in Canada . . ."

"The Canadian trade journals in which we advertise are essential to the promotion of Caterpillar products in Canada." So says Mr. C. M. Adams, Advertising Manager for Caterpillar Americas Company, when asked about his company's media policies for Canada.

Caterpillar equipment is at work all over Canada and Canadian equipment buyers are made aware of Caterpillar values by consistent and well-directed advertising in a wide range of leading Canadian business papers.

Caterpillar is just one of scores of top U.S. firms who market in Canada and use one or more Canadian business papers to tell their product and company stories.

Canadian business papers are modern, lively and authoritative; they cover almost every market in Canada with original, quality editorial that wins readership.

The more than 130 business papers which are members of Business Newspapers Association of Canada offer important values to advertisers. For example every BNA-member publication has a circulation audit by a recognized auditing body. Many offer readership studies and other factual data for media analysis.

It is impossible to cover Canada effectively with the circulation overflow of U.S. media. Canadian business papers take your message directly to the largest audience of business buyers.

Essential to ANY promotion in Canada:

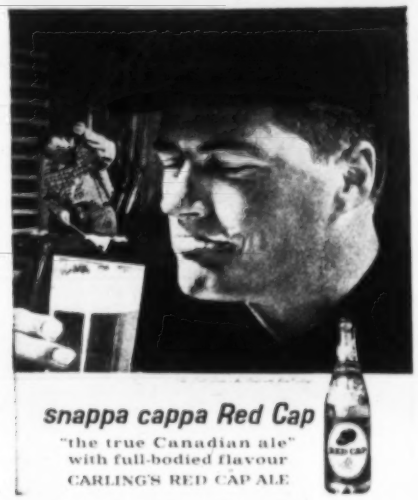
The members of BNA

BUSINESS NEWSPAPERS ASSOCIATION OF CANADA

100 University Avenue, Toronto, Canada

The organisation of more than 130 quality Canadian business publications

Five notable "reasons why" McKim should handle your Canadian advertising

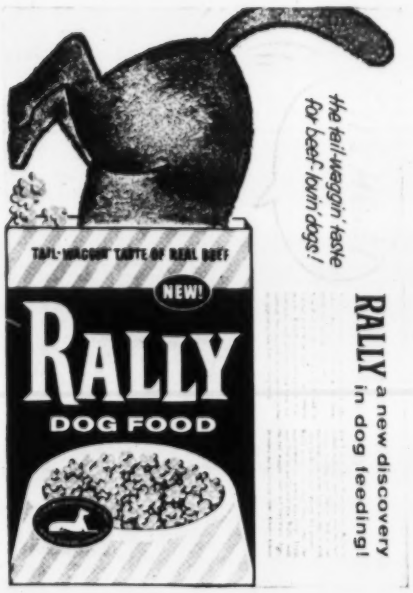


1 CREATIVITY Talent combined with enthusiasm is a tough combination to beat. Probably that's why McKim won more creative awards last year than any other Canadian agency. What gives us even more satisfaction than winning awards are the "thank you's" we receive from our clients for creating advertising that moves goods. This colour ad for Carling's Red Cap Ale was created about the time Red Cap moved into first place in Ontario sales.

2 FRENCH FACILITIES One out of three Canadians speak French. And French-Canadian attitudes toward advertising are so unique as to be startling. It is obvious that to reach this large market an advertiser needs more than a translator. McKim's Montreal office includes writers who originate campaigns in French, a French marketing department, French TV producers and French time buyers. These French specialists are expert at introducing important new products . . . such as Courtalds' TYREX . . . in the tough to crack, but profitable, Quebec Market.

announcing Canadian Pacific's new
JET-PROP BRITANNIA, the largest, fastest,
smoothest airliner in the sky today.
first in North America to bring you jet-age service and hospitality
Westcoast to Europe in 13½ hours non-stop via the Polar Route
Canadian Pacific
AIRLINES

3 STRATEGIC LOCATION OF OFFICES Canada is larger in area than the U.S. To fully cover all markets requires offices in key locations. McKim has fully staffed offices in Montreal, Toronto, Winnipeg, and Vancouver. Some of our clients, such as fast growing Canadian Pacific Airlines, are serviced by all four McKim offices. (C.P.A. has increased its passenger business 120% in the past five years).



4 MARKETING Rally Dog Food is one of four important new products we are helping to introduce in Canada for General Foods Limited. Rally is an eminent example of how our marketing staff functions as an integrated part of a working team. We share with our clients, all marketing responsibilities including product research, distribution, packaging, sizing and pricing.

5 SALES RESULTS McKim has been creating advertising for the Imperial Tobacco Company Ltd. for more than 50 years. For many of these years Player's cigarettes have outsold all other brands. Even today, despite the inroads of filters, mentholated, and a host of new brand names, Player's remains Canada's No. 1 selling cigarette. We like to think that honest, hard-hitting advertising, prepared by McKim, has helped Player's retain its leadership.

When you have the facts to back it up, "reason why" advertising is hard to beat. So if you have a product or service to sell in Canada, we would like you to consider the facts about McKim.

McKim is not a "branch office" operation, headquartered in New York or Chicago. We are Canada's first agency, established 1889, with first-hand knowledge of how to sell to Canadian people.

Our operating formula is simple. We employ the best advertising specialists in each field, and further develop talent through internal education programs. Our McKim people participate in the growth of the agency through stock ownership and profit sharing.

If you plan to enter the Canadian market, or if you feel like discussing your present Canadian advertising with our management, please call the McKim office nearest you.

McKIM ADVERTISING LIMITED

MONTREAL	TORONTO	WINNIPEG	VANCOUVER
2100 Drummond St.	1407 Yonge St.	250 Portage Ave.	1030 West Georgia St.
Victor 9-4152	Walnut 4-0981	Whitehall 2-3491	Mutual 3-8121

Canadian advertising picture thus far pan out, finally, to growing emphasis on competition. One phase of this was described by an advertiser as "suddenly everyone has become very conscious of creative problems." In Canada, this observer added, a company's advertising "has to be pretty damn creative to stand out at all."

■ An agency man saw the "invasion" of Canada by U.S. agencies making competition even keener. He said "an increasing number of U.S. agencies have realized they must have *real* branches here—staffed with Canadian talent—and not merely service organizations." He indicated a belief that Canadian advertisers are not cool to U.S.-based agencies with branches in Toronto or Montreal. "It doesn't matter much what flag an agency waves," he said.

BI-LINGUAL—*Eberhard Faber of Canada is using this illuminated board in Montreal, but posts all English outdoor signs in Toronto. Drive marks the "first time any advertiser in the Canadian office supply field has gone bi-lingual" in outdoor. Poster is reproduced for counter cards, direct mail and window streamers. Henri, Burley & McDonald is the agency.*

The government and its advertising were in the news again this year. One of the least expected developments of the 1958 agency year was the move made that spring by Walsh Advertising to sue Ottawa and the Bank of Canada for $160,580 over an account switch. Walsh, in its unprecedented action, said it lost its share of the Bank of Canada account to McKim Advertising and J. E. Huot Ltd. after the Conservative Party's victory.

■ The issue involved Walsh's contention that it handled advertising campaigns under contract for the old government (Liberal) and that "in the absence of notice to the contrary" from the then newly-elected Conservatives, it went ahead with a bond drive campaign. Walsh sought $50,706 in commissions which it said the government had not paid; $9,874 to reimburse it for payments it had made to suppliers; and $100,000 for damages to its reputation and for subsequent "unauthorized use of its creative work."

■ The government's defense was that Walsh was not employed by it, and that the agency's creative work was submitted "in the course of soliciting an advertising contract respecting sale of Canada savings bonds during 1957."

The word now is that Walsh and its one-time client have held three unofficial meetings to settle the dispute, and that probably an out-of-court settlement will be announced shortly.

■ The Conservative government's approach to advertising is in contrast with that employed by the pre-1957 Liberal government. Where the Liberals used four advertising agencies, the Progressive-Conservatives have divided their business among 13 Canadian agencies. And the government's promotional budget this year is estimated to exceed $6,000,000. This figure would include expenditures by such Crown corporations as Trans-Canada Airlines and Canadian National Railways.

Liberal government policy had been to centralize its advertising with Cockfield, Brown & Co., MacLaren Advertising, Walsh and Ronalds Advertising. When the Tories came to power two years ago, they started spreading an estimated $5,000,000 budget around so much that, as one government supporter put it, "few agencies have enough business to boast about."

■ While the government is close-mouthed about its current advertising policies, it is understood that a semi-official—but unannounced—ruling was recently put into effect limiting governmental billings with any single agency to $700,000.

Advertising men in Toronto and Montreal point out that such a policy would be difficult to enforce, but they cite two recent moves which tend to substantiate the existence of such a federal policy. These were the switch from McKim to Spitzer & Mills of the English-language radio and tv account of Canada savings bonds, and the transfer of part of the Northern Affairs and Natural Resources account from Stanfield, Johnson & Hill to Dalton Camp Associates. Mr. Camp had been with Stanfield, but left and formed his own shop.

To date, the TCA account remains with its present agency, but CNR only ten days ago switched from Canadian Advertising Agency to McConnell, Eastman & Co., Toronto. Both crown corporations, according to trade sources, had been under pressure to move their business to new shops.

■ Here is an unofficial breakdown

Canadian Import-Export
1953-1958
(In Millions)

Year	Exports	Imports	Total Trade	Balance of Trade
1953	$4,172	$4,383	$ 8,555	—$210.2
1954	3,946	4,093	8,040	— 146.3
1955	4,351	4,712	9,063	— 361.1
1956	4,863	5,705	10,568	— 842.3
1957	4,934	5,623	10,557	— 689.0
1958	4,928	5,192	10,120	— 263.9

Source: Dominion Bureau of Statistics

CYCLE—*In 1959 corporation profits continued to move upward from a cyclical trough.*

Portrait of an Advertiser Talking to Himself about the CBC-TV Network

"Did you know, Robert, that you get more effective impact, coverage and people per dollar on the CBC-TV Network?"

"Do I know? Certainly I do! Our commercials hit millions of Canadians all on the same night at prime time right across the country—and that, my friend, is when they're at their receptive best."

"You're absolutely right Bob m' boy, and the CBC-TV Network now reaches more than 80% of all homes in the country. And that brother is COVERAGE!"

"You said it. And it's coverage that counts at the cash register, because only the CBC-TV network gives us all the top shows and special events."

"Right again, Robert, and there's a big bonus, too. Flexibility! We can schedule our commercials to a much shorter deadline than in any other national medium."

"Bob, you're a genius, you took the words right out of my mouth."

Let's face it! No other medium offers so much. Effective impact and coverage, low cost per thousand and flexibility. **Don't you talk to yourself —talk to CBC!**

CANADIAN BROADCASTING CORPORATION
Television Sales • Toronto

IN CANADA

MORE ACCURACY

Your advertising hits the mark when it appears in a Maclean-Hunter publication. Whether your target is the mass consumer market or a specialized business or industrial audience, you'll find a Maclean-Hunter magazine or business publication already aimed at it. That's what gives your advertising message accuracy.

Maclean-Hunter publications are read avidly by Canadians for authoritative information about Canada—for news and views on products and services.

That's why advertising in Maclean-Hunter publications invariably produces better results. And why it's so important, when planning an advertising campaign in Canada, to select the Canadian media Canadians rely on.

MACLEAN-HUNTER PUBLISHING CO. LTD.

481 UNIVERSITY AVE., TORONTO 2, CANADA

OFFICES AT: MONTREAL; VANCOUVER; NEW YORK; LONDON, ENG.; BREMEN, GER.

U.S. Reps.: Duncan A. Scott & Co., 85 Post St., San Francisco 4 and 1901 West 8th St., Los Angeles 57.

of the federal government's agencies, together with approximate estimated billings:

• Department of Finance (Bank of Canada)—McKim Advertising (English print), $525,000. Spitzer & Mills (English broadcast), $550,000. Huot Ltd., $60,000.

• Department of Labor—McKim Advertising (English), $250,000. Huot Ltd., billings unknown.

• Department of Defense—Foster Advertising, $450,000; O'Brien Advertising, $625,000; Burns Advertising Agency, $400,000.

• Department of Northern Affairs & Natural Resources—Stanfield, Johnson & Hill and Dalton Camp Associates split about $1,000,000; F. H. Hayhurst Co., $350,000.

• Post Office—Foster Advertising, $150,000.

• Department of Fisheries—James Lovick & Co., $40,000.

• Department of Justice (mostly Royal Canadian Mounted Police recruiting)—James Lovick & Co., $10,000.

Leading Canadian Agencies in Spot Placement

Aug. 1, 1958, to July 31, 1959

RADIO	TELEVISION
1. Cockfield, Brown & Co. (1)	1. Cockfield, Brown & Co. (4)
2. MacLaren Advertising Co. (2)	2. J. Walter Thompson Co. (3)
3. McCann-Erickson (3)	3. Young & Rubicam (1)
4. J. Walter Thompson Co. (4)	4. McKim Advertising (5)
5. Young & Rubicam (7)	5. Spitzer & Mills (2)
6. Baker Advertising Agency *	6. Foster Advertising (8)
7. F. H. Hayhurst Co. (6)	7. Baker Advertising Agency *
8. McKim Advertising (5)	8. Breithaupt Milsom *
9. Vickers & Benson *	9. E. W. Reynolds *
10. Foster Advertising (8)	10. James Lovick & Co. (6)

Numbers in parentheses denote rank in preceding year.

* Denotes not in Top 10 last year.

Source: All-Canada Radio & Television

• Department of National Revenue—McConnell, Eastman & Co., $50,000.

• Department of Trade & Commerce—J. J. Gibbons Ltd. (domestic), $75,000; E. W. Reynolds Ltd. (overseas), $70,000.

• Department of Veterans' Affairs—J. J. Gibbons Ltd., $10,000.

• Department of Citizenship & Immigration—Russell T. Kelley Co., $50,000.

Estimated total: $4,665,000.

In addition, the Canadian government may also spend the following amounts on the promotion of the two crown corporations, Trans-Canada Air Lines and Canadian National Railways: about $1,000,000 in the U.S., through McCann-Erickson (which has both accounts); about $1,000,000 on TCA through Cockfield, Brown and perhaps $750,000 on CNR, of late through Canadian Advertising Agency and now via McConnell, Eastman.

■ Another advertising area in which the Tories are making themselves felt is legislation. Last May, Edmund Davie Fulton, minister of justice and attorney general, used the rostrum of the annual meeting of the Assn. of Canadian Advertisers to announce that the Tories were planning modifications of the Combines Investigation Act which would have significance for advertisers.

In the same tenor, he told the Advertising and Sales Executives Club and the Better Business Bureau of Montreal last June that "one of the very obvious things that advertising should not do is to deceive the public." And he added: "Businesses using price manipulation and misrepresentation as the foundation of their advertising policy are in fact trespassing upon a matter of public right."

■ Thus, Mr. Fulton introduced in the legislature an amendment to the Combines Act, dealing with deceptive advertising. "This provision," he said, "would forbid any person, for the purpose of promoting the sale or use of an article, to make any materially misleading representation to the public, by any means whatever, concerning the price at which such or like articles have been, are, or will be ordinarily sold."

He explained that the government was thus aiming at the situation in which a manufacturer or dealer set up a fictitious "regular" retail price for a product, so that the actual lower, selling price would look that much better.

■ "One of the practices which has sometimes in recent years deprived the small business man of a fair chance," said Mr. Fulton, "is the use by unscrupulous merchants of the nationally advertised brand.

"This can be used as a loss-leader or come-on device to create the impression that the general level of a merchant's prices is lower than it actually is. Or its 'regular' or 'ordinary' price may be exaggerated to fool the buyer into believing that he is getting a greater bargain than is actually the case. Or the merchant may proceed to skimp the purchaser on the extent of the service he is entitled and has been led to expect. Or the merchant, once the customer is in his store, may 'discover' that the last of the bargain items has been sold, or may disparage the quality of the article in the hope of selling another at a better profit.

"These practices will react, not only upon the consumer but also upon the manufacturer, whose customers may be estranged and whose dealers may be discouraged from handling his product, and also upon competitors who are too scrupulous to engage in such practices."

■ The attorney general said the Combines Act revisions attempted to "get at" these practices "by making it clear that if a manufacturer withdraws supplies from a dealer, not because the latter is selling at low prices, but because he is resorting to the practices described above, the manufacturer need not fear that his motivation will be misunderstood as re-sale price maintenance." (The Combines Act forbids manufacturers or others to fix or enforce re-sale prices.)

■ The revisions of the Combines Act were introduced at the last session of the House of Commons, but were withdrawn by Mr. Fulton to gain time to revamp the proposals to get legislation "which will be the best we can devise." The amendments will probably be acted upon during the current legislative session, probably late fall or soon after Jan. 1. #

Right now there's more business to be had in Canada

USE RADIO AND TV TO GET YOUR SHARE

Now's the time to reach out after Canadian sales, because business is definitely on the upswing. And nothing reaches the Canadian market like the broadcast media.

Not only do 96% of all Canadian homes have one or more radio sets, but there are 1,783,000 car radios. TV receivers are in 80% of *all* Canadian homes, in over 90% of the homes in 9 of the nation's 15 top markets.

Canadian employment is at a record high, with pay envelopes fatter than they were a year ago. Merchandising and manufacturing forecasts are rosy.

Now's the time to make your sales message *count* . . . to let radio and TV put your salesmen in thousands of places at once . . . to use persuasive *spoken* words. This Association's members are ready to serve you.

CANADIAN ASSOCIATION OF BROADCASTERS
ASSOCIATION CANADIENNE DES RADIODIFFUSEURS
C. A. B.

CANADIAN ASSOCIATION OF BROADCASTERS

HEAD OFFICE: 108 SPARKS STREET, OTTAWA 4, CANADA
TORONTO OFFICE: 200 ST. CLAIR AVE. W., TORONTO 7, CANADA

You'll reach 97.3% of
all households in

CANADA'S 5TH LARGEST MARKET*

through the pages
of the

HAMILTON SPECTATOR

*Metro Hamilton boasts the fourth highest per-household income in Canada with a retail sales figure of $318,079,000.

THE HAMILTON SPECTATOR is the only medium that completely covers this lucrative market, made up of 353,200 people. A compelling reason why you should always consider THE HAMILTON SPECTATOR an "A" list paper.

WANT MORE FACTS?
WRITE FOR YOUR HAMILTON MARKET BOOKLET.

UNITED STATES | Cresmer & Woodward Inc. (Can. Div.)
New York, Detroit, Chicago
San Francisco, Los Angeles, Atlanta

The Hamilton Spectator

ONE OF THE EIGHT SOUTHAM NEWSPAPERS IN CANADA

H 8976B

Now . . .

To Help You Tap

CANADA'S RICHEST MARKET* . . .

. . . we have opened an office in New York city to serve our American advertisers and agencies. The new office is managed by Mr. Dewitt Dingman, well-known in the advertising field for over thirty years.

*Over 25% of all Canadian households live within the Toronto and Southern Ontario area covered by The Globe & Mail. Through their pocket books passes 28.9% of all retail sales in Canada. The Globe & Mail is the single publication that taps the cream of this $4,361,400,000 market—the richest in Canada! For complete market and circulation data, phone or write our New York Office.

Globe and Mail

CANADA'S NATIONAL NEWSPAPER

U. S. OFFICE: SUITE 1238, 33 WEST 42ND STREET, NEW YORK, N. Y.

Sees Canada Woe in Three U.S.-Type Magazines

They Have Competitive Advantage on Cost, Says Postal Head

MONTREAL, Nov. 17—The fundamental problem in Canadian publishing today is the growing competition between U.S. and Canadian magazines for Canadian advertising dollars.

That's the view of William Hamilton, Postmaster-General of Canada, who heads "an informal and unofficial committee of those cabinet ministers most concerned" with federal government advertising budgets.

Mr. Hamilton, one-time general manager of the influential Advertising & Sales Executives Club of Montreal and executive director of the Federation of Canadian Advertising & Sales Clubs, told AA in an interview that "the growing invasion of the field of the Canadian publication, either by the U.S. special edition or the split-run, we find to be very disturbing."

■ Three separate cases are "complicating" things for Canadian magazine publishers, according to Mr. Hamilton. These are:

1. "The *Reader's Digest* type of operation—which conducts itself as a completely Canadian operation, but which depends for its editorial content on its parent group in the U.S. So they have no cost, or only a small cost, for editorial matter. Their advertising for their Canadian edition is 100% Canadian.

2. "Illustrated by *Time*—where you have a Canadian 'edition' in which there are two or three pages of special Canadian material and all the rest is U.S. editorial matter. All the advertising is Canadian, but this is printed and published and shipped into Canada. [*Time* said it publishes four pages of Canadian material in this edition, and that 90% of the advertising is Canadian.]

3. "This variation is the split-run, which is comparatively new. *The Saturday Evening Post*, for instance, is doing this or considering it. They will use in Canada a book completely the same as the U.S. publication, but inserting a certain portion of Canadian advertising.

■ "In all three cases," Mr. Hamilton went on, "your U.S. publisher enjoys a competitive advantage over the native Canadian publisher. And in a growing degree—because he can spread his editorial and production costs over a much larger run than can the Canadian publisher. His editorial stuff in his Canadian edition doesn't cost him a damn cent and our Canadian publishers are finding this very tough competition, indeed."

Mr. Hamilton said the magazine tax (repealed 17 months ago) "was originally designed to stop this." The tax—a 20% impost on the gross advertising revenues of special Canadian editions of U.S. magazines—was repealed by the incumbent Diefenbaker government. "We repealed it," said Mr. Hamilton, "because it was a tax on advertising and we are not in favor of a tax on advertising."

■ While the federal government is opposed to such a tax, Mr. Hamilton said it is "studying the situation very carefully; we don't want to see our genuine Canadian publishers driven out of business."

The problem is a complex one. "We don't want a tax on advertising, and we don't want anything which interferes with the free flow of information or the exchange of ideas between the U.S. and Canada," explained Mr. Hamilton.

■ What the government would like to see achieved, he said, is

THE BEST MAGAZINE IN CANADA

? ? ? ? ?

Were you to ask a number of Canadians which is the BEST magazine in Canada, the chances are you would get as many different answers as there are magazines. This is probably true also of the United States because they are two different peoples with different tastes and different outlooks. The wide range of magazines and periodicals are designed for this wide range of likes and individual tastes.

It would therefore, be impossible for one person to determine the "BEST" magazine for any other person than himself.

When it comes to a point of comparison however, as to which magazine is better than another, the number of people who want, and buy regularly, any specific title, gives a comparative indication of the appeal of those magazines being judged. For example: In Canada there is one magazine which *sells more copies off the newsstand than the combined total of all other English language magazines published in Canada.*

This same magazine has a Canadian circulation 80,000 higher than its next general magazine competitor . . . It sells a higher percentage of subscriptions at full rate than any other magazine sold in Canada . . . It has a higher percentage of single-copy sales to total sales than any other magazine in Canada . . . It sells a higher percentage of long-term subscriptions (3 years or more) to total subscription sales than any other magazine in Canada.

As we said before, the BEST magazine in Canada can only be selected by individual choice. But in comparing similar magazines read by similar groups, it is relatively simple to determine which is the BETTER publication.

LIBERTY Magazine is the one general magazine in Canada with an unbroken record of circulation growth. Today more Canadians *by far* buy LIBERTY rather than the next most popular Canadian general magazine.

It stands to reason that a magazine which is wanted by more people will be read by more people.
Investigate LIBERTY, Canada's Young Family Magazine, for your 1960 magazine plans.

Everyone Else Is 'un Anglais' . . .

Portrait of the French-Canadian

By Nolin Trudeau
Publicity Services, Montreal

(M. Trudeau is a specialist in interpreting the French market for advertising.)

The French-Canadian usually considers the English-speaking Canadian pretty much the same way as a Bostonian thinks of the rest of the U.S., when he refers to his compatriots as "those Americans."

The average French-Canadian looks upon anyone who does not speak French like a French-Canadian as *un Anglais*—an Englishman—and that applies to everybody, whether the man be Jewish, Irish or Spanish.

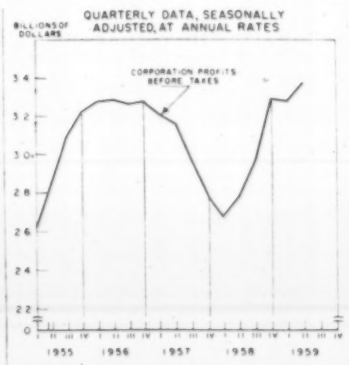
■ For the French-Canadian, an American is always *un Americain*—until the time his company moves him from, say, Hartford to Montreal, when he automatically becomes *un Anglais*, or sometimes *un maudit Anglais* (a damn Englishman).

Now, strangely enough, the real Englishman he does not call *un Anglais*, but *un bloke*. He will never say *un bon Anglais*, but he may go so far as saying *un bon bloke*. Anyone with a British accent—Australian, South African—is *un bloke*.

Now, when *un Anglais* lives in Ontario, he becomes *un Orangiste* (an Orangeman), and that applies to everybody in that province including Cardinal McGuigan, the Roman Catholic archbishop of Toronto.

■ You might think the French-Canadian likes the Irish, because most Irish are Catholics. It is quite the opposite, since he is convinced that a Catholic who does not speak French is a pretty bad buy, indeed.

Now perhaps you will imagine that he looks kindly upon a Frenchman from France. There again you're wrong. He dislikes him thoroughly, and usually refers to him as *un importe* (an imported), or plainly as *un maudit Francais*. #



RISE—*Corporation profits were on the rise in 1958-59 in Canada.*

Dollar Sales from Daily Newspaper Advertising

The daily newspaper is not a dual personality.

In the retail field in Canada, daily newspapers are accepted as the first medium of advertising. Why? Because the fact of profitable use . . . by the retailer . . . the ULTIMATE CONTACT with the public . . . is established each one day of the year . . . in the ringing of the cash register.

* * * * * *

It is equally factual that **MANUFACTURERS' advertising** . . . in the same medium . . . **is pulling phenomenally for retailers.** Ask any Canadian retailer.

* * * * * *

It is logical that **any manufacturer will buy advertising provided the fact of profit can be established.**

CDNPA research has ended many manufacturers' SPECULATION as to results from advertising. The hooker technique* provides proof of dollar sales . . . vouched for by the retailer . . . in documented case histories . . . the research which Canadian advertisers have said "supersedes all research."

* * * * * *

Here are seven typical instances of proof of "direct traceable dollar sales"—at the retail level—at the manufacturer level **. . . the only sensible justification for buying advertising.**

	Typical Individual Retailers' Sales Per Dollar Spent on a Hooker	Multiplied by Thousands of similar instances across Canada, Manufacturers' Comments were:
Shirts (Forsyth)	$82.00	"Results phenomenal . . . stores sold out in hours"
Cameras (Polaroid)	$179.00	"Sales up 40% . . . newspapers ideal"
Shoes (Kaufman)	$73.00	"Results evident in REPEAT sales"
Sewing Machines (Necchi)	$240.00	"Sales skyrocketed"
Air Lines (BOAC)	$571.00	"Sales doubled in '58"
Paint (Roxatone)	$88.00	"Dealer outlets doubled"
Outboard Motors (Evinrude)	$1370.00	"Bonus equivalent to 57 full pages hooker space in six months. Sales increased."

CANADIAN DAILY NEWSPAPER PUBLISHERS ASSOCIATION

55 University Avenue, Toronto 1, Ontario · *I. H. Macdonald, General Manager*

*Details on request

an "equalization of costs, not revenues.

"We're not concerned with the normal overflow circulation from the U.S.—the U.S. publication which uses its same editorial, its same advertising matter to come into Canada. We need not concern ourselves with this at all. The Canadian publisher feels he can meet this kind of competition with a magazine of more local interest.

"But when you come here and begin to compete for his advertising dollar, you really strike at the base of his operation. All this is the fundamental problem in Canadian publishing today.

"Canadian publishers need and want help of some kind." #

All Print Media But Magazines Gain in Canada

(*Continued from Page 71*)

Print advertising's net volume this year, according to a Maclean-Hunter estimate, will reach $273,300,000—better than 5% above the 1958 figure. Here is how the various print media are expected to make out in 1959 in net ad revenues:

Newspapers, $196,400,000; general magazines, $18,480,000; business papers, $27,000,000; farm publications, $6,500,000; telephone and city directories, $22,000,000; and religious, school, fraternal and other publications, $2,920,000. Such a $13,700,000 advance in total net revenues would see newspapers gain $7,900,000 this year; the increase for magazines would be $980,000; for business papers $2,500,000; farm papers, $250,000; directories, $2,000,000, and religious and other books, $70,000.

■ Meanwhile, radio and television—which offer gross, not net figures—estimate their 1958 business at $130,000,000. In 1957, the estimate was $120,000,000 and in 1956 it was $103,500,000.

Canada's 123 advertising agencies (a gain of 10 over 1957) last year billed a combined total of $237,654,038—a 5.1% gain over the $226,083,949 reported in 1957. The distribution of commissionable billings by medium went like this in 1958:

Publications	49.3%
Television	20.5%
Other visual	4.7%
Radio	10.5%
Production, artwork, printing, etc.	14.4%

■ Here is a three-year comparison of agency billings as invested in publications, on the one hand, and in television and radio:

	1958	1957	1956
Publications	49.3%	51.6%	52.6%
Television	20.5	18.3	16.6
Radio	10.5	10.0	10.3

"The trend toward a greater proportion of advertising via television," noted the Dominion Bureau of Statistics, "continued in 1958." Television's 20.5% share of the commissionable billings of agencies last year amounted to $47,927,000. Publications—which dropped below a 50% share of billings for the first time—got approximately $115,258,000.

Newspapers

All newspapers combined to ring up net advertising of $180,839,968 in 1957, the most recent year for which official figures are available. This total included $146,388,471 for dailies, $15,234,215 for national weekend newspapers, $18,095,898 for weekly, semi-weekly and tri-weekly publications; and $1,121,384 for controlled-distribution weekly publications.

These newspapers enjoyed total revenues from the sale of the publications to consumers of $62,238,646. Dailies got $48,652,585 of this total, while weekend publications took another $8,863,866.

■ National advertising in Canadian dailies has advanced from

7TH
in retail sales in North America

MONTREAL
Sold on and sold by
its morning newspaper
The Gazette
Canada's Best Newspaper

The Reader's Digest has the of any magazine in Canada

- Each month Reader's Digest reaches 3,600,000 Canadians (*et Canadiens*)—the largest magazine audience in this growing and prosperous market.
- 1,800,000 of these readers are women—Canada's best customers for every variety of consumer product.
- Reader's Digest offers advertisers a lower cost per thousand circulation, $3.91 per page—and a lower cost per thousand women readers, $2.17 per page—than any other Canadian magazine.

U. S. ADVERTISING SALES OFFICES:

230 Park Avenue,
New York 17, New York
MUrray Hill 4-7000

Prudential Plaza,
Chicago 1, Illinois
WHitehall 4-2544

$43,527,191 in 1956, through $46,937,074 in 1957, to $48,964,761 last year. Automotive and food advertising continued to be the top classification in the dailies, although automotive, at more than $11,500,000, was down nearly 9%, and food, at nearly $6,000,000, was up only 2% over 1957. Big advances were enjoyed last year in financial and brewing and distilling advertising. Financial advertising totaled more than $4,250,000, an advance of more than 35%, and brewing and distilling was up to nearly $2,500,000, an increase of more than 25%.

National dollar volume, at nearly $49,000,000 last year, has grown from $13,211,408 in 1947. By 1950 the figure had reached $23,791,541 and in 1953, $34,333,379.

The net advertising revenue of national weekend papers has multiplied nearly four times since 1948, when it was $4,682,000. The estimated 1958 total is put at $16,000,000 and the 1959 figure is expected to increase to $18,400,000.

National weekend papers enjoyed an advance this year for the January-through-October period. Their total advertising pages amounted to 3,355, compared with 3,096 for the same period in 1958. (The 1959 total includes 119 pages for perspectives, which started publishing this fall.) The field includes *La Patrie, La Presse, Star Weekly* and *Weekend Magazine.*

■ R. o. p. color linage in dailies moved up from 1957's 10,505,993 lines to 11,596,518 last year in the national classification, and from 5,646,736 in 1957 to 7,864,727 in 1958 in the local category. The total linage advance was thus more than 20%.

One highlight of the Canadian newspaper year was the appearance of an ad boasting a food fragrance. Pillsbury Canada used the fragrance in the *Toronto Star* and the *Telegram* early in the year to push pancake mixes. The *Star* said it was "the most widespread use of scented ink in connection with a food advertisement in Canadian history." Other highlights:

• A number of supermarket chains switched from Thursday to Wednesday to do their newspaper

Newspaper Ad Volume
In Canada

Year	Total Volume
1948	$ 59,420,000
1950	76,846,000
1952	94,640,000
1954	116,113,000
1955	127,331,000
1956	142,409,000
1957	146,388,000

largest women's audience

NEW FOR 1960
- 1,000,000 Average Canadian Circulation *Guaranteed*
- 2-Color at the *Same Cost* as Black and White
- Bleed Pages—40% More Space at *No Extra Cost*
- 4-Color—Only 29.7% More than Black and White

People have faith in Reader's Digest
Published and printed in Montreal, Canada

6505 Wilshire Blvd.,
Los Angeles 48, California
OLive 3-0380

235 Montgomery St.,
San Francisco 4, California
Exbrook 2-3057

There are
6
French-speaking
Farm Markets
in Canada
and Only
La FERME
covers all six!

In addition to the highest ABC circulation in the field, La FERME offers the hghest circulation in Quebec, and also covers the important fast-developing French-speaking farm areas in New Brunswick, Ontario, Manitoba, Saskatchewan and Alberta. The French-speaking farmer and his wife look to La FERME for authoritative articles on agriculture and items of special interest to the homemaker. The most effective, economical way to sell these French-speaking families is through La FERME . . . the **one medium** that will deliver your message to **all six markets!**

The readership trend is definitely to La FERME . . . 20,062 (ABC) circulation increase during the last two years compared to a loss of 5,444 by second publication.

Guaranteed Circulation

180,000

Obtained through direct mail—no agents—no newsstand sales—no arrears.

Still only $1.60 per line

Ask about La FERME'S plan combining magazine and direct mail advertising.

TRANSLATIONS of catalogues, folders, bookets, etc., and technical agricultural copy done by La FERME experts at special rates. Ask for quotations.

La FERME

Robert Raynauld, BA., M. S, A.
Editor-Publisher

909 Mount Royal Avenue East
MONTREAL, CANADA
Phone: LAfontaine 6-3327

Toronto office: 145 Yonge St., EM 6-3336

advertising. These included Dominion Stores, IGA and Grand Union. By last April, the *Toronto Star* announced that 33% of its supermarket linage appeared in its Wednesday paper, as against 15% in 1958.

Perhaps the biggest development for newspapers in 1959 was the advent of green and other color stamps in Canada and the subsequent hypo they gave to newspaper advertising used by food chains.

Magazines

Canadian magazine advertising of 12 major consumer books (reduced to 11 in June, 1958, by the discontinuance of *Canadian Home Journal*, whose circulation was acquired in September by *Chatelaine*) was reported at $19,354,000 for 1958. In 1957 the figure was $20,046,000. The $19,354,000 figure was based on one-time rates; the net revenues of general Canadian magazines last year was estimated at $17,500,000 by the Maclean-Hunter research department.

At the one-time rate, 1959 revenues are expected to total $20,700,000 and 1960 revenues may reach $21,750,000. Net revenues of magazines in 1958, Maclean-Hunter estimates, will be $18,480,000. The 1959 one-time estimation hinges heavily on the food and beverage classifications, which gained nearly 23% in dollars in the first nine months of this year.

The biggest magazine spenders so far this year have been advertisers of alcoholic beverages, automotive, food products and drug and toilet goods, in that order. While food and beverages, as classifications, are ahead this year (as are drugs and toilet goods and financial and insurance), magazines expect declines in dollars from building materials and jewelry and silverware advertisers.

■ Top spenders in magazines during the first ten months of 1959 were Canadian Breweries, which invested $492,799; General Motors, with $385,605; and Jos. E. Seagram & Sons, with $352,690. In 1958, Canadian Breweries invested $708,683 in magazines, followed by General Motors with $620,428 and Seagram with $587,815.

A development among magazines in 1958 has been "a swing to the print spectacular—the use of gatefolds, inserts and other multi-page advertising—especially by food, appliance and automotive advertisers." Another development was the showing made by *Chatelaine*, which became the Canadian magazine with the largest circulation by acquiring *Canadian Home Journal's* circulation. The magazine said its 488 pages of advertising in 1958 have grown to 748 this year, with revenues up accordingly.

Canadian magazines were somewhat fearful this fall that the steel strike might cut into their advertising revenues. They indicated that with steel parts becoming hard to get for automotive and appliance manufacturers, advertising linage in magazines would probably decline. Another development—the possibility of a national code for liquor and wine advertising by next spring—led magazine executives to think they might thereby lose linage to newspapers, car cards and possibly radio, which now carry only institutional breweries' copy.

Business Papers

Canada's business papers have more than tripled their net advertising volume since 1946, when they did an estimated $7,266,000 in business. Their official 1957 volume—recently confirmed by the Dominion Bureau of Statistics—amounted to $23,876,000. Their estimated 1958 business, according to Maclean-Hunter researchers, reached $24,500,000. The latter source also estimates that Canadian business papers will achieve a new high net of some $27,000,000 this year.

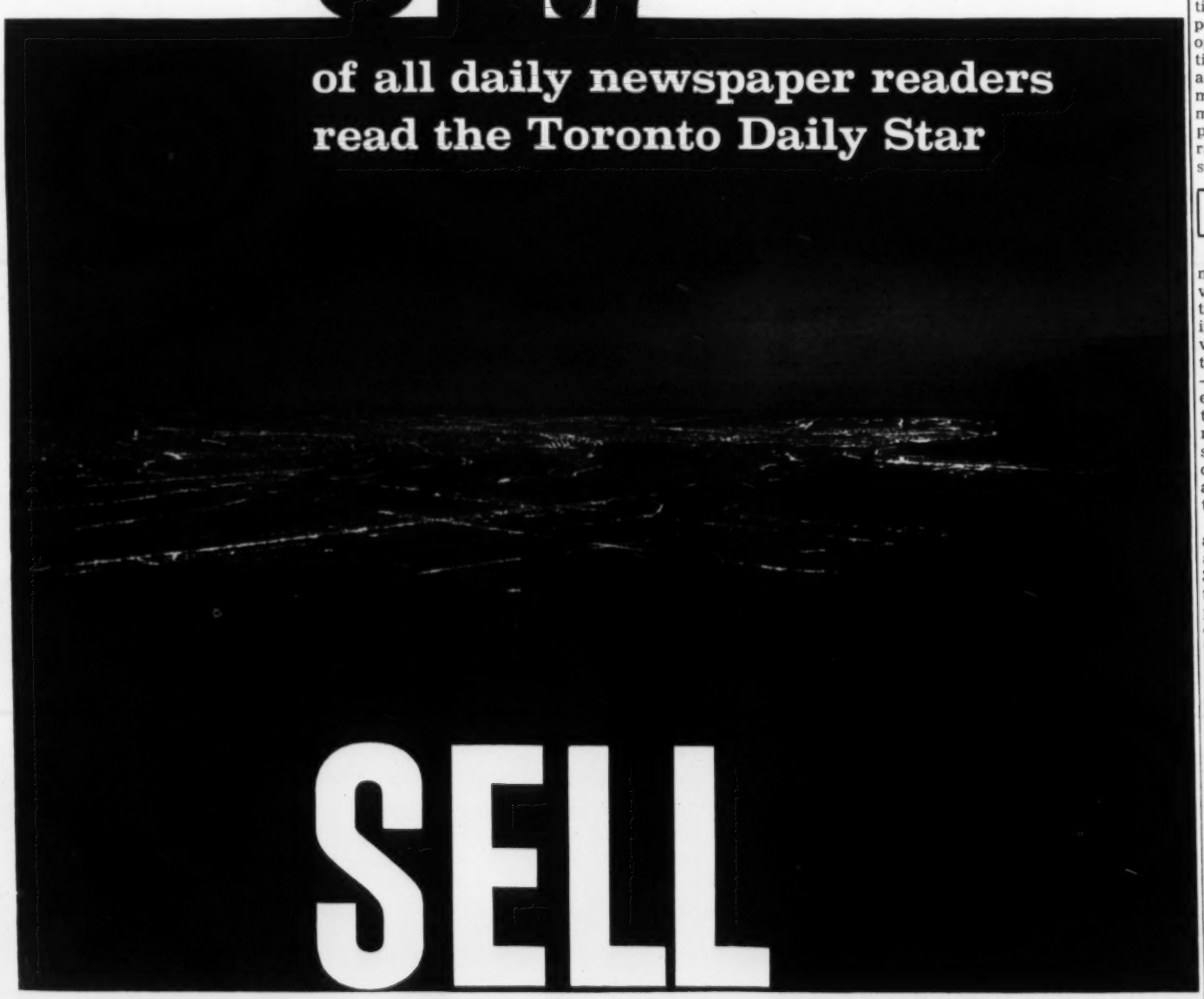
Ten years ago, Canada boasted a total of 237 business papers with a combined circulation of 1,059,308. These figures had grown, by the end of 1958, to 424 business publications (plus 88 business directories and annuals) with a total circulation of 2,525,000. Sharing in the ten-year growth was the Business Newspapers Assn. of Canada. This organization had 96 members with a combined circulation of 421,000 in 1948. But at the end of last year, the roster had burgeoned to 135 publications with a circulation of 1,061,000. BNA members last year accounted for $14,871,000 of the net advertising revenues reported by all business publications.

■ In AA's annual Canadian report last year, the BNA was quoted to the effect that the biggest single factor in the field's development in ten years was the improvement in the editorial quality of the publications. This year, according to George Mansfield, manager of the BNA, "member publishers are continuing to devote more effort and a higher percentage of their revenues to improvement of the product. The BNA's 'Publishing Costs Study for 1958' shows again that the average cost per editorial page of member publications has increased substantially."

Mr. Mansfield added that "this increase could be said to have gone into increased editorial salaries as well as increases in number of staff, the use of more color and professional artists for lay-

in Toronto * 62.7%

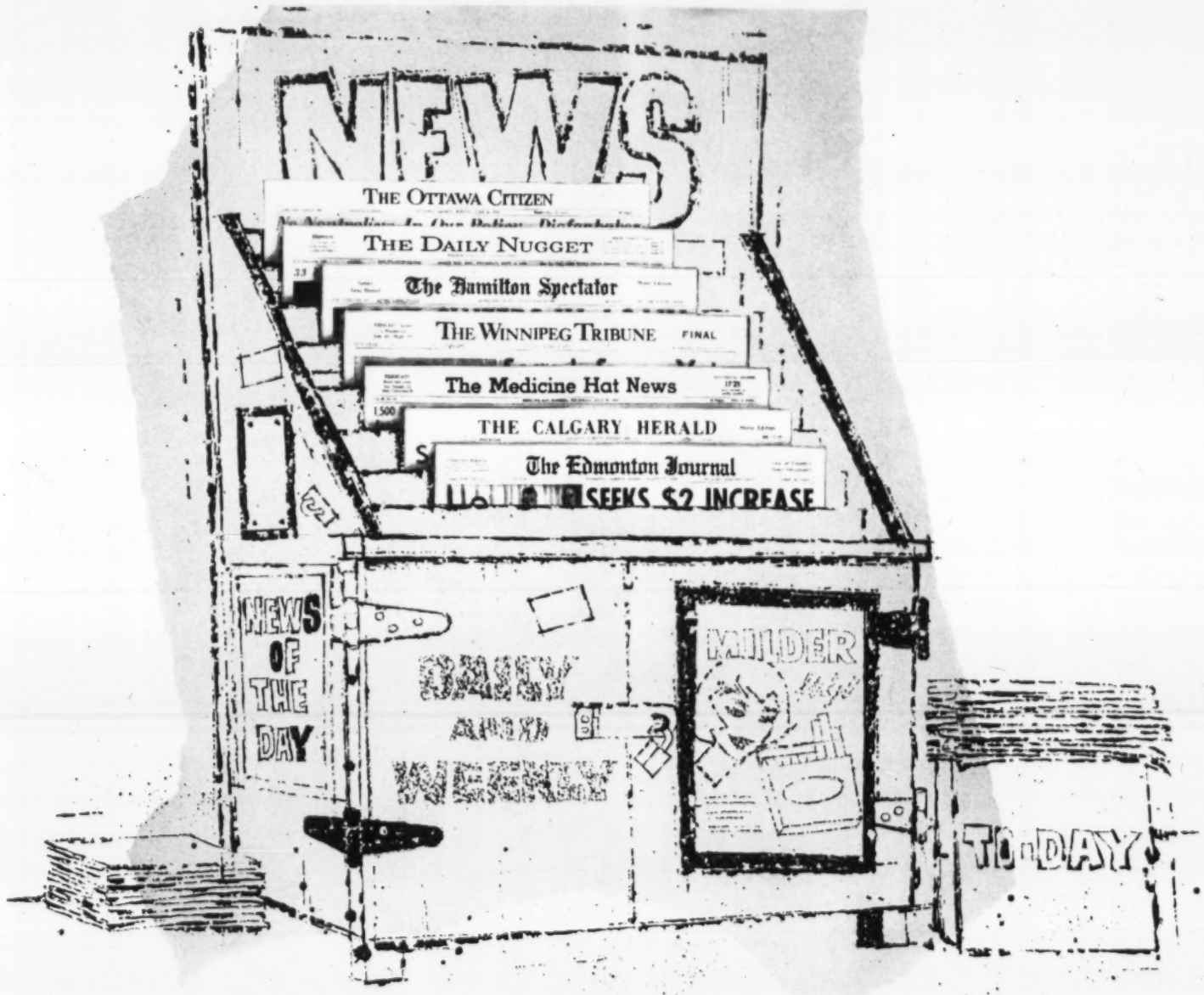
of all daily newspaper readers
read the Toronto Daily Star



SELL

Canada's first market through
Canada's first daily newspaper

*GRUNEAU RESEARCH SURVEYS



EVERY DAY AN EXTRA...

IN EIGHT SOUTHAM MARKETS . . . right across Canada. In fact, the two and one-half million people in the highly-individual Southam cities are enjoying growth, expansion and prosperity as never before. *And that means extras.* "Extra" dollars to spend on all the "extras" prosperity can bring.

In the past five years Southam markets have certainly changed. Retail sales in such busy Southam cities as Edmonton, Calgary, Ottawa and North Bay have risen an overall average of 21%. Similarly, total effective buying income in Winnipeg, Medicine Hat and Hamilton has increased over $366 million in the same five year period.

Each separate Southam city has a great story to tell. A story that means extra sales dollars to alert "marketers" who can readily recognize opportunity.

Sell each individual Southam market the tried and tested way. Sell it through its local Southam Newspaper. It's the medium the people know best and trust most.

IN CANADA YOU GET **ACTION** WHEN YOU ADVERTISE IN

THE SOUTHAM NEWSPAPERS

UNITED STATES
CRESMER & WOODWARD INC. (CAN. DIV.)
NEW YORK, DETROIT, CHICAGO,
SAN FRANCISCO, LOS ANGELES, ATLANTA

TORONTO
THE SOUTHAM NEWSPAPERS
88 UNIVERSITY AVE.
K. L. BOWER, MANAGER

THE OTTAWA CITIZEN
THE HAMILTON SPECTATOR
THE CALGARY HERALD
THE MEDICINE HAT NEWS

GREAT BRITAIN
F. A. SMYTH & ASSOCIATES LIMITED
30-40 LUDGATE HILL
LONDON, E.C.4., ENGLAND

MONTREAL
THE SOUTHAM NEWSPAPERS
1070 BLEURY ST.
J. C. McCAGUE, MANAGER

THE NORTH BAY DAILY NUGGET
THE WINNIPEG TRIBUNE
THE EDMONTON JOURNAL
THE VANCOUVER PROVINCE*
*Published for Pacific Press Ltd.

out."

A year ago, Mr. Mansfield said that controlled publications which submit to the CCAB audit "are undergoing one of the strictest circulation scrutinies anywhere in the world." Now, he reports, "an increasing number of publications are having their controlled circulation audited in accordance with standard classification of circulation and, in addition, are providing an analysis of their circulation by job-title."

Another 1958-59 development, said Mr. Mansfield, "has been the introduction of an audit of Canadian business papers by Elliott-Haynes Ltd. This linage audit gives a breakdown of all advertising carried (linage, dollar volume, color, size) by advertiser and by publication." The move has been sponsored by the BNA.

■ An outstanding event of the Canadian business papers' year was the recent publication of the report, "How Industry Buys." This project was conceived by the BNA and co-sponsored with the Canadian chapters of the National Industrial Advertisers Assn. Originally called the London Study and then, in book form, "How Industry Buys—With Conclusions and Recommendations on Marketing to Industry," the project traced the influences involved in making industrial sales.

"The London Study," according to the BNA, "is the first detailed examination of the industrial purchasing-selling process ever made in North America and yields fascinating insights into the buyer-seller relationship."

■ The 270-page study, fruit of two years' work, consists of observations on the industrial purchasing process, the people involved in that process, the marketing concept applied to industrial products, and 36 case histories. These covered operations ranging from the giant Canadian Westinghouse to companies of 70 employes, and from Labatt's brewer to the *London Free Press*.

Radio and Television

Gross advertising revenues of the Canadian broadcasting industry, which were at an estimated level of $120,000,000 in 1957, advanced to an estimated $130,000,000 last year.

Radio receipts reportedly moved up from a gross of $57,000,000 in 1957 to $60,000,000 in 1958. Television's gross, meanwhile, jumped from $63,000,000 to $70,000,000. And the Canadian Assn. of Broadcasters anticipated that 1959's gross will be up substantially—perhaps to a total of $145,000,000 for the two media.

■ It is expected that television this year may forge ahead from its $70,000,000 level to a new high of $80,000,000. This total includes an estimated $53,000,000 from national billings and $27,000,000 from local sources. In radio, a gross of perhaps $65,000,000 is anticipated for 1959. This would include $24,000,000 from local and $41,000,000 from national advertisers.

The Bureau of Broadcast Measurement figures that 96% of all homes in Canada have at least one radio—and that 27% have two or more sets. It also believes that the average home listens to radio for four hours and six minutes a day—28 hours a week. On the basis of a national population of 17,180,200 and a total of 4,196,100 households in Canada, the BBM estimates that 79%—or 3,328,400 households, have television sets. In Ontario, where there are 1,509,800 households, 1,295,900 are believed to have tv. In Quebec, which boasts 1,066,700 households, BBM estimates that 937,600 have television.

■ According to the Dominion Bureau of Statistics, 445,155 radios were sold to consumers in the January-August, 1959, period. The total for the like period in 1957 was 379,621. Television set sales this year came to 223,871 as against 220,859 in the eight-month period in 1958.

Farm Papers

Farm publications ended 1958 with an estimated net advertising revenue of $6,250,000. The 1957 figure was $6.217,000, while the 1956 high-water mark was $6,311,000. It is estimated by Maclean-Hunter that farm publications will reach a record net this year, with a total of $6,500,000.

The farm field has grown slowly since 1948, when there were 45 publications with a combined circulation of 2,178,000. In 1957, there were 52 books with a circulation of 2,507,000. Last year, the field included 55 farm papers with a total circulation of 2,750,000.

■ "There have been no outstanding developments in the farm publication field in the last year," according to George Mansfield, manager of the Agricultural Press Assn. However, he indicated that advertisers "certainly are using more color inserts, and are concentrating more on the better farm publications." He added that "good farm publications are becoming more technical as farms become more mechanized." This latter trend was apparent a year ago, when the APA reported that a number of farm books "have considerably reduced their fiction content, particularly serial fiction content, in favor of technical articles." #

The one publication in Canada designed expressly to sell her...

Chatelaine's circulation is 750,000, reaching 21.2% of all English-speaking households in Canada. By way of comparison, the leading U.S. women's magazine reaches 10.7% of households in the United States.

Chatelaine's intensive coverage and deep penetration makes it the #1 medium for communicating with women in Canada. They turn to CHATELAINE in their quest for more knowledge on more subjects. They welcome its authority because they know it is the only magazine in Canada written expressly for *them*. They accept its influence in the planning of a fuller life for their families and themselves.

If the purchase of your product or service is influenced by the women of Canada, then this is your market place.

Talk to them through the pages of CHATELAINE and reach an audience of 1,650,000 Canadian women, when they're in the mood to respond to your message.

CHATELAINE

MACLEAN-HUNTER PUBLISHING COMPANY LIMITED
481 UNIVERSITY AVENUE, TORONTO, CANADA
MACLEAN-HUNTER PUBLISHING CORPORATION
341 MADISON AVENUE, NEW YORK 17, N.Y.
WEST COAST REPRESENTATIVES: D.A. SCOTT & CO.
SAN FRANCISCO AND LOS ANGELES, CALIF.

How to stop a media argument

As soon as personal opinions enter a media discussion you have an argument on your hands. And unless you are armed with facts, you cannot effectively stop the argument.

Media selection *cannot* be made on personal opinions alone. It is of vital importance to have all the facts *before* you start to choose the Canadian business magazines for your 1960-61 schedules.

Market/media information on business magazines reaching major Canadian markets is available from Canada's industrial marketing specialists—Hugh C. MacLean Publications Limited.

Write now for your copies of the latest market and media data files covering the 22 Hugh C. MacLean business magazines.

Electrical News & Engineering • Electrical Contracting & Maintenance • Engineering and Contract Record • The Canadian Architect • Canadian Consulting Engineer • Shoe and Leather Journal • Furniture and Furnishings • Supermarket Methods • Canada Lumberman • Canadian Woodworker • Oil Gas World • Canadian Chemical Processing • Canadian Metalworking • Canadian Transportation • MacLean Building Guide • Electrical Equipment News • Industrial Digest • Hospital Administration and Construction • Executive • Engineering Construction Purchasers Directory • Chemical Buyers Guide • Building Buyers Guide

HUGH C. MACLEAN

Publications Limited

1450 Don Mills Road, Don Mills, Ontario, Canada

U.S. Representatives:

W. REYNOLD RATZ,
549 W. Randolph St., Chicago 4, Illinois,
STate 2-8811
DILLENBECK-GALAVAN, INC.,
266 South Alexandria Ave.,
Los Angeles 4, California, DUnkirk 5-3991

Happy Jingle of Cash Registers . . .

Canada Bounces Back from Recession as Income, Employment, GNP Rise

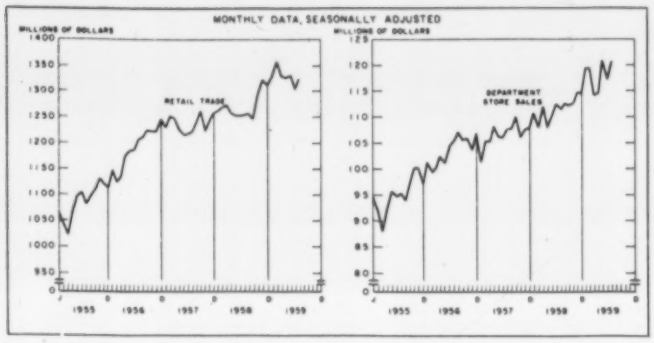
Corporation Profits Up 22% Over Year Ago— It's 'Moderate Boom'

TORONTO, Nov. 17—Canada is currently in the midst of what Prime Minister John Diefenbaker has described as a "moderate boom."

This confirms the analysis—and hopes—of a number of Canadian advertisers, agency men, editors and government officials, who last year at this time told ADVERTISING AGE, in effect, that:

"The Canadian economy may have been slowed by recession thickets, and the coming winter may provide additional hurdles, but after that the track looks clear and moderately fast. The trend will be upward."

That the boom is on is evident everywhere in bustling, burgeoning Toronto and Montreal. Office and apartment buildings are going up on all sides in these two biggest Canadian cities. Population is growing. New manufacturing and industrial operations are being launched. Incomes are up. Spending is going on apace.



LONG TERM CONSISTENCY—*Canadian sales show gains from 1955-59.*

Across the country, evidences of boom were piling up. Labor income totaled $8.6 billion at the end of the first half of 1959 (compared with $7.9 billion for the opening half of '58). Gross national product in the second quarter was at the rate of $34.7 billion, a 2% gain over the first quarter (in 1958, it was $32.5 billion).

■ Unemployment was continuing a more-than-seasonal decline, and it began to look as if this winter would be better for employment than the past two. Personal income, at a $24.4 billion level at the end of 1958, was zooming along at a $26.1 billion rate at the close of the second quarter. Chain store and department store sales were climbing. Corporation profits turned sharply upward in the second half of 1958—and have been maintaining their steam since.

"In the first half of 1959," reported the Dominion Bureau of Statistics, "corporation profits have been running at a level about 22% above the same period a year ago. The stepped-up pace of economic activity has brought about a striking rise in profits in almost all industries, including manufacturing, 21%; mining, quarrying and oil wells, 32%; wholesale trade, 32%; retail trade, 8%.

"The level of corporation profits in the second quarter, at a seasonally adjusted rate of $2.8 billion, was not far below the peak of $2.9 billion reached in the first half of 1956."

■ The happy jingle of cash registers all across the land was audible in the offices of agency men in the big cities. As one of them put it: "We get budgets for every quarter, and when you see them for several hundred companies, you get a good idea of how things are going. And we don't see any soft spots."

And the government was going along. The national budget was based on a gross national product of about $34.5 billion—"which is about 7% above the average level achieved in 1958." Some officials were even inclined to forecast a gross national product growth this year of "8%, or even 9%."

Spending was still going strong. Canadians, whose personal incomes have nearly trebled since 1946, have shown the following spending pattern since that year for consumer goods and services (in billions):

1946	**$ 8.0**
1950	**$12.0**
1955	**$17.4**
1956	**$18.8**
1957	**$19.9**
1958	**$21.0**
1959 (first half)	**$10.6**

■ Consumer spending gained only 1% in the second quarter over the first this year (with durables, mostly automobiles, accounting for most of the slight advance). But the prospects were for higher consumer expenditures by the end of the year because personal income was up and personal savings were accumulating.

A summary of Canada's recent economic progress was given by Gordon Churchill, minister of trade and commerce, in the House

New Passenger Car Sales and Financing

1952-1958

Year	Sold No.	Sold Retail Value (000)	Financed No.	Financed Retail Value (000)	% of Sales Financed No.	% of Sales Financed Value
1952	292,095	$ 725,168	124,879	$194,422	42.8%	26.8%
1953	359,172	899,726	146,431	252,160	40.8	28.0
1954	310,546	797,554	126,099	230,900	40.6	29.0
1955	386,962	1,023,351	156,191	305,069	40.4	29.8
1956	408,233	1,128,640	190,109	408,993	46.6	36.2
1957	382,023	1,087,620	171,904	385,043	45.0	35.4
1958	363,304	1,069,130	145,260	329,600	40.0	30.8
1959*	288,374	888,059	91,333	232,159	——	——

*First half only. Source: Dominion Bureau of Statistics.

Advertising agency service
in the modern concept of
marketing in Canada

PAUL-PHELAN
ADVERTISING
LIMITED
TORONTO MONTREAL

MEMBER CANADIAN ASSOCIATION OF ADVERTISING AGENCIES

By land, by sea, by air, Canadian Pacific—the world's most complete transportation system—links five continents

Daily, Canadian Pacific's sleek scenic dome streamliner train, "The Canadian," speeds across Canada on the Banff-Lake Louise route.

Graceful White Empress luxury liners glide down the scenic St. Lawrence River on weekly voyages to Europe, sail serenely past picturesque French Canadian farms and villages.

Jet-powered Britannias cross Canada, and Britannias and DC-6B's take wing regularly for trade and resort centers of the world's continents.

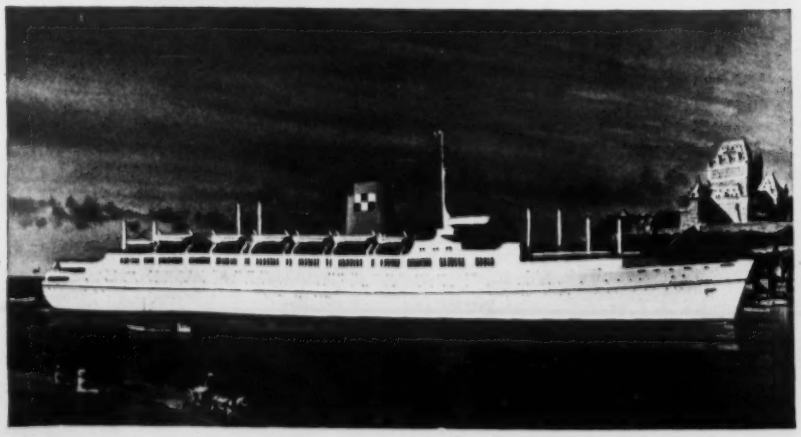
Across Canada, Canadian Pacific operates a chain of hotels typified by Banff Springs and Chateau Lake Louise in the Canadian Rockies and the 1600-room Royal York in Toronto, largest hotel in the British Commonwealth.

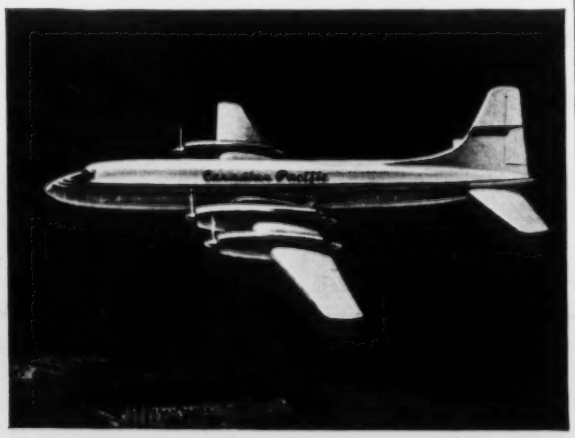
And rounding out its many services, Canadian Pacific maintains a system of nation-wide communications, express, trucking and piggyback services.

This is Canadian Pacific—the world's most complete transportation system—progressively operating more than 85,000 route miles by land, sea and air.

Canadian Pacific

RAILWAYS • STEAMSHIPS • AIRLINES • HOTELS • COMMUNICATIONS
EXPRESS • TRUCKING • PIGGYBACK

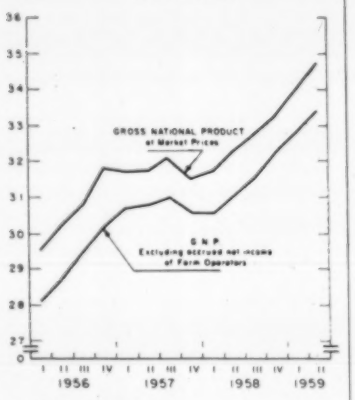




of Commons, Ottawa, in June.

■ "In Canada," he said, "the pace of activity picked up sharply in the closing months of 1958. Previous peaks in aggregate production and employment were surpassed even sooner here than in the U. S. This upward movement in general activity has continued

GROSS NATIONAL PRODUCT SHOWED A FURTHER SUBSTANTIAL GAIN IN THE SECOND QUARTER
BILLIONS OF DOLLARS



in the current year.

"The improvement under way is forcibly illustrated in recent economic statistics. Figures on Canada's gross national product show that the value of national output in the first quarter of 1959 increased by 2% from the previous quarter and by 6% from the corresponding quarter of 1958. Industrial production, which for the most of 1958 was below the level of the previous year, is, on the basis of the latest figures available, running 9% higher than a year ago.

"Total employment, which had remained fairly stable during 1958, showed a stronger trend than usual in the early months of 1959. In May, 100,000 more persons held jobs than in the same month last year, an increase of about 2%. Unemployment has been declining and is now appreciably below the recession level."

■ These indicators of general activity, said Mr. Churchill, "reflect a substantial and continuing improvement in economic conditions. The current upswing to date has been relatively free of physical dislocation and strain and the general level of prices has remained steady.

"A major stimulus underlying the current expansion has been a freer spending attitude on the part of the public. Consumer incomes had continued to rise even during the recession, and this upward movement has been reinforced by the recent upsurge in employe earnings.

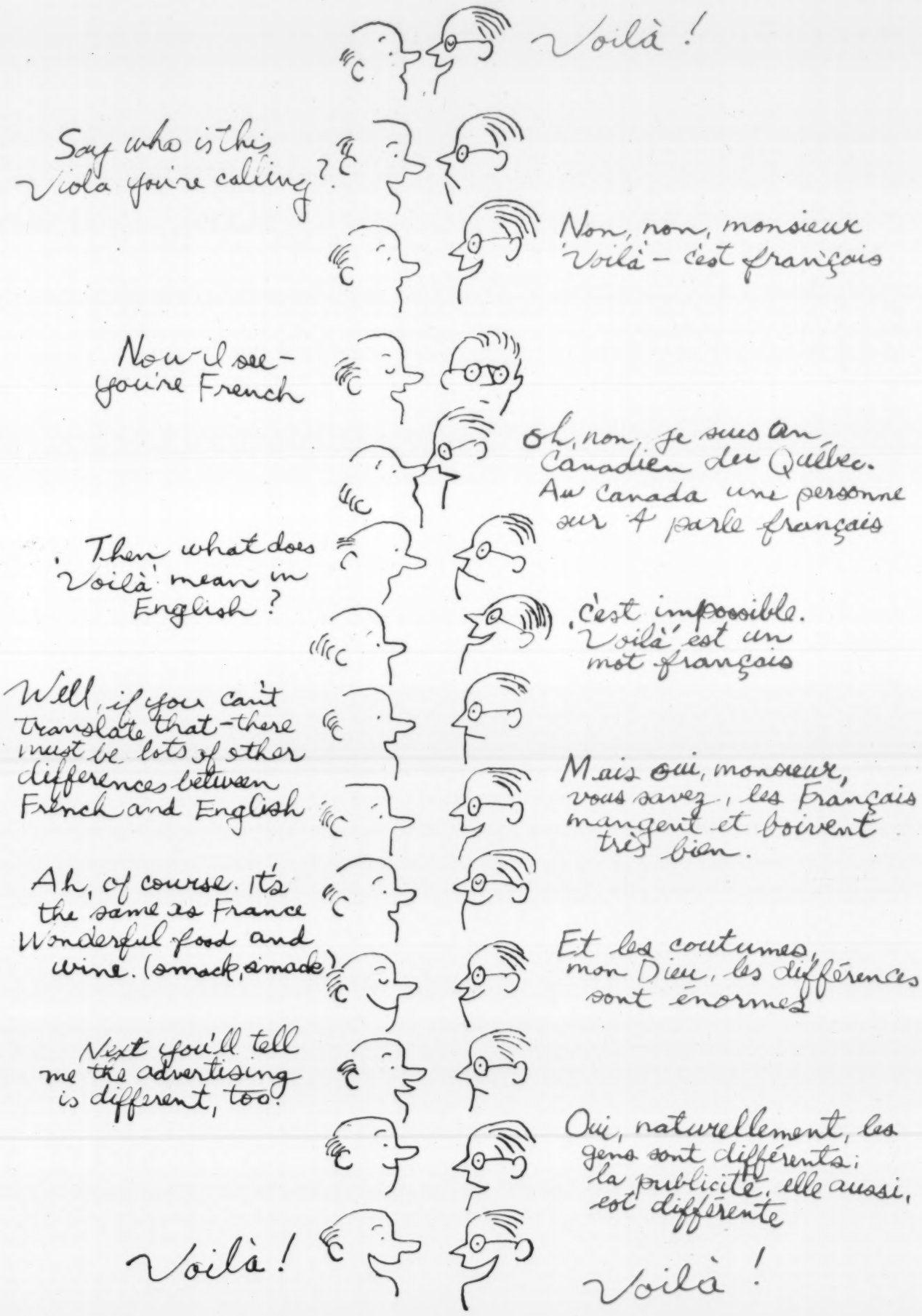
"For a time, spending lagged behind incomes. However, new consumer interest, particularly for automobiles and other durables. appeared in the closing months of 1958 and has been maintained throughout the early part of the present year.

■ "This pickup in consumer spending appears to have been based, in large part, on cash sales. Increases in installment credit have so far been quite moderate, indicating sustained strength in the financial position of the Canadian consumer.

"We have as yet to experience the full force of the current economic expansion."

More recently, Prime Minister Diefenbaker examined the state of the economy and made this observation:

"Not only is the recession behind us, but recovery has proceeded so strongly that we now look forward with confidence to a new period of economic expansion which will bring large increases in aggregate national production and benefit every part of Canada."


Voilà !
Say who is this Viola you're calling ?
Non, non, monsieur Voilà – c'est français
Now I see – you're French
Oh, non, je suis un Canadien de Québec. Au Canada une personne sur 4 parle français
Then what does 'Voilà' mean in English ?
C'est impossible. 'Voilà' est un mot français
Well, if you can't translate that – there must be lots of other differences between French and English
Mais oui, monsieur, vous savez, les Français mangent et boivent très bien.
Ah, of course. It's the same as France Wonderful food and wine. (smack, smack)
Et les coutumes, mon Dieu, les différences sont énormes
Next you'll tell me the advertising is different, too.
Oui, naturellement, les gens sont différents; la publicité, elle aussi, est différente
Voilà !
Voilà !

Voilà! Vive la différence. Vive MacLaren Advertising. We've got a head office in the second largest French speaking city in the world. Bi-lingually speaking, we are specialists in French Canada and French Canada has one-quarter of the country's population. Très important. Très significatif. If you want to be wise in the ways of Quebec, why not call us (or téléphonez) at VIctor 5-1222. We've got spanking new offices at 550 Sherbrooke Street West, Montreal 2, Quebec.

P.S. *For those who are interested in reaching the other three-quarters of Canadians who speak English, our other head office is at 111 Richmond Street West, Toronto 1, Ontario. It's good, too.*

MACLAREN ADVERTISING CO. LIMITED

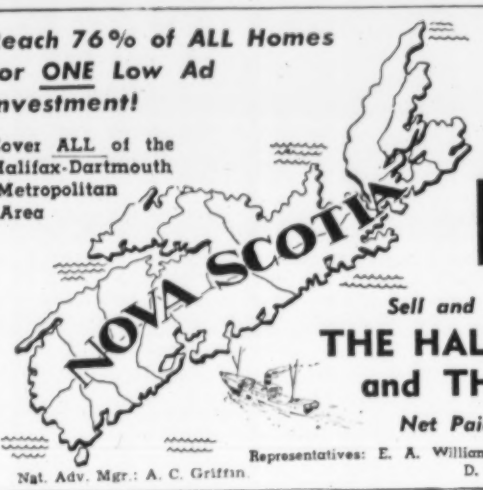
MONTREAL TORONTO WINDSOR WINNIPEG VANCOUVER

Harlem Shopper's Guide Bows

The *New York Bulletin & Shopper's Guide*, a weekly tabloid with controlled circulation of 30,000 in New York's Harlem area, will start publication Dec. 3. Ad rate for the weekly, located at 250 W. 57th St., is 27¢ a line. John Young & Associates is publisher.

Reach 76% of ALL Homes for ONE Low Ad Investment!

Cover ALL of the Halifax-Dartmouth Metropolitan Area



THE Nova Scotia MARKET Is BIG!

- 18 Counties
- 707,000 Population
- 176,000 Persons employed
- Over $560,000,000 Annual Retail Sales

Sell and Hold This Stable, Healthy Market with

THE HALIFAX CHRONICLE-HERALD and THE HALIFAX MAIL-STAR

Net Paid Daily Circulation Over 106,000 ABC.

Nat. Adv. Mgr.: A. C. Griffin

Representatives: E. A. Williams, Toronto-Montreal; Ward-Griffith & Co., Inc., United States; D. A. Goodall & Co., London, England

'Pensez Francais' . . .

English Copy Doesn't Always Translate Well into French

MONTREAL, Nov. 18—Talk with any Canadian adman about his favorite subject and soon the conversation will come around to the "differences" between advertising in the U.S. and Canada.

The differences were summarized recently by the *Financial Post*, which described them as "not striking, but nonetheless important." They were:

1. Canadians, perhaps because of British historical inheritance, are inclined to be more conservative than Americans.

2. They are more likely to be put off by hard-sell, more likely to respond well to factual presentations, to be skeptical of sensational claims.

3. They are more likely to make nice judgments about advertising that is objectionable, offensive or not in good taste.

4. But, they have also become largely conditioned to U.S. advertising methods, and are not so conservative as British consumers. British understatement is likely to leave them unmoved, may impress them as stuffy and pompous.

■ These characteristics may set the Canadian consumer apart from his friend south of the border, but there is also another complex within Canadian market confines. This is the French Canadian.

J.-Eugene Cote, of Ronalds Advertising Agency here, summed up the differences between the French Canadian and his English-speaking countryman.

"The differences," he said, "lie mainly in French Canada's Jean-Baptiste Latin temperament and traits: a flair for the imaginative, volubility, quickness of mind and warmth of feeling. He tends to be artistic. Large families and relatively low income, however, force him to be practical and to look for value in what he buys. He maintains strong family ties and is very religious.

■ "In advertising, he reacts unfavorably to the group appeal as he is keenly individualistic; he is also impervious to the scare appeal, innuendo appeal and the do-it-now appeal. Since his socially accepted standards emphasize clean moral living and moral discipline in his family, sex appeal, too, is frowned upon.

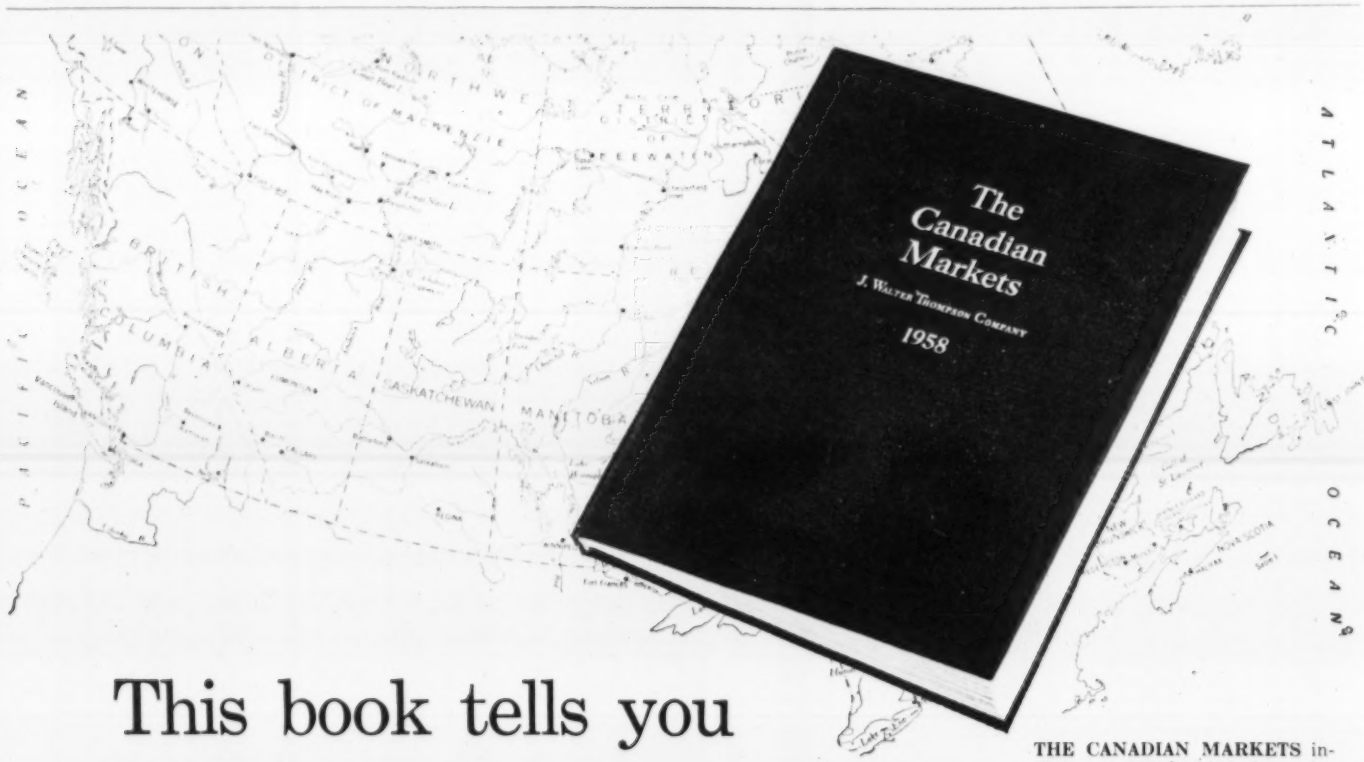
"Very often a good advertising theme developed for use in English will adapt *en bloc* into French, provided it does not contain untranslatable idioms or play on words. However, care and judgment must be exercised, for there are many instances where advertising campaigns are prepared for English use which do not adapt at all effectively into French."

■ Because the French Canadian stems from industrious, thrifty Norman stock, explained Paul L'Anglais, of Radio-Video Programme Producers, "he is a careful buyer who can't be bamboozled into a hasty bargain. Because he has French and Latin ancestors, the French Canadian is artistic, romantic, sentimental and has generally excellent taste; so quality appeals to him before anything else.

"The group appeal," added M. L'Anglais, "should be used sparingly, because the French Canadian is keenly individualistic and wants personal consideration. The innuendo appeal generally misses the mark because the French Canadian dislikes hints at the possibility that he is not as particular about himself as he should be. The do-it-now appeal tends to irritate him rather than sell; his attitude is, 'I'll buy it when I need it and when I damn well please'!"

■ M. L'Anglais said the "mere translation of an English campaign is obvious to French Canadians and only creates antagonism or ridicule for the product. You must use a well-adapted French counterpart of your English sales argument."

An advertiser, he said, should always remember that he has to prove to French Canadians that



This book tells you where the money is . . .

in the world's fastest growing market!

If you sell, advertise or are considering plant investment in Canada, you will find THE CANADIAN MARKETS indispensable. This valuable addition to J. Walter Thompson Company's WORLD MARKETS SERIES gives you a detailed market analysis of Canada's ten provinces and two territories . . . gives you official estimates for the future . . . helps you reach your money-making decisions.

Canada's 17.5 million people today are among the world's richest consumers. No other major market is expanding so fast in *both* private and industrial consumption.

This new book—THE CANADIAN MARKETS—tells you where the markets are, what Canadians produce and how they produce it. It gives you hundreds of accurate, up-to-date facts on consumption and distribution.

Many marketing firsts are included in this book

THE CANADIAN MARKETS is . . .

. . . *the first book* ever to include a list of all population centers—both incorporated and unincorporated—over 1,000 population.

. . . *first to provide* province maps showing both incorporated and unincorporated places of 1,000 population or over.

. . . *first to provide* a county-by-county map of population density based on the 1956 Canadian census.

. . . *first to apply* a detailed 12-point marketing yardstick to Canada and each of its provinces and territories, to provide a more accurate comparison of the sales potential of markets.

. . . *first to provide* a marketing map showing all of Canada's counties and census divisions classified on the basis of *sales potential* . . . 24" by 36", in color.

A leading Canadian spokesman has said THE CANADIAN MARKETS is "by all odds the most comprehensive and informative document which has appeared dealing with the Canadian scene."

Compiled by J. Walter Thompson Company Ltd. marketing specialists, with the generous cooperation of Canadian government agencies, you would have to consult over 150 sources in two languages to get the information packed into this book.

THE CANADIAN MARKETS includes a 24" by 36" four-color marketing map in French *and* English . . . *the first ever to classify all of Canada's markets by population, households and disposable income!*

FREE TRIAL EXAMINATION. No effort has been spared to make THE CANADIAN MARKETS as complete and valuable a marketing tool as possible. If you are interested in the markets of Canada, you will find this book indispensable!

ORDER NOW! MAIL THE COUPON TODAY! We will send you a copy anywhere within the Continental United States *on approval*. (Orders for delivery *outside* the Continental U.S. must be accompanied by remittance in full.)

Examine it for ten days. If you decide that you need the many marketing services this book offers, remit $18 and delivery cost. Otherwise you may return it and owe us nothing.

Today—mail the coupon!

J. WALTER THOMPSON COMPANY, Dept. CA-11
420 Lexington Avenue, New York 17, N.Y.

Please send me THE CANADIAN MARKETS for ten days, *on approval*. If not satisfied, I will return the book, *without obligation*. Otherwise, I will send $18 plus delivery cost. *(Publisher will pay delivery cost if remittance accompanies your order. Same return privilege, of course.)*

Note: Orders for delivery outside the Continental U.S. should be accompanied by remittance in full. Add 75 cents for delivery.

Name _____

Address _____

_____

You can't pussyfoot into Canada

Covering the Canadian market is a big job. Cities and towns are spotted over a territory as wide as the United States. It takes a big, powerful magazine to do it.

Here is a situation that demands the widespread coverage and deep home penetration of Weekend Magazine and its French language edition, Perspectives, which do a big job where a big job must be done. Weekend Magazine and Perspectives, with a circulation of 1,790,000, reach four out of ten of all the homes in Canada every week—a coverage in Canada equal to the combined coverage of Look, Life and Saturday Evening Post in the United States.

This is a volume market—the people who buy the homes and the automobiles, the life insurance and the soap, the cake mixes and the candy bars. These are people with a thousand needs and the means to satisfy them.

These 1,790,000 homes can become your live, active, responsive sales territory. So do the big job the big way—with Weekend Magazine and Perspectives.

Represented by: **O'Mara & Ormsbee Inc., New York, Chicago, Detroit, Los Angeles, San Francisco.**

The biggest single selling force in Canada

Weekend MAGAZINE / AND ITS FRENCH LANGUAGE EDITION **Perspectives**

his product "is an improvement within his means or a necessity he can't pass by. Jean Baptiste is thrifty, but if he sees what he needs and is convinced by French sales talk or advertising that the article in question measures up to his requirements, he will buy it immediately."

■ Not long ago, Maurice Watier, of Thompson-Petersen Advertising, complained in a speech that French Canadian ads are, physically, exactly like English and American ads.

This is true, he said, "only because English-speaking advertisers and their agencies control most of the national advertising and unconsciously take advantage of their financial position to force translations down the throats of French Canadians.

■ "The French Canadian culture and personality do exist. It is beyond comprehension that French-speaking Canadians do not yet show their personality in the advertising that is meant for them. Quebec is different and should be treated differently.

"It is in your own interest to conform with a status that time has not altered. *Pensez Francais*, with all that it implies in the making of genuine French advertising. Quebec is 82% French; Quebec is the second most important market in Canada, and Canada will respond better to your advertising if you communicate in the appropriate language."

■ What makes Quebec province the second most important Canadian market? The newly-formed Publicite-Club de Montreal, which ended its first observance of "French Market Month," on Oct. 24, has pulled together the following characteristics of what it calls "a French island in an Anglo-Saxon sea":

• **Population:** According to latest estimates, Quebec's population is 4,962,900, or 28.7% of Canada's total. Nearly 88%, or 4,362,380 persons, are French-speaking. Since 1951, the population of Quebec has increased approximately 22%. Families average about 4.5 persons. Quebec City is the second largest city in the province with 326,000 people, or 6.8% of the total provincial population.

There are four cities that boast populations between 50,000 and 100,000: Three Rivers, Sherbrooke, Chicoutimi-Jonquiere and Shawinigan Falls, with an aggregate of 300,000 people.

Hence, 42% of the provincial population lives in metropolitan areas; 8% in urban centers of 25,000 to 100,000 population; 5% in urban centers of 10,000 to 25,000 population; 14% in semi-rural areas with populations between 1,000 and 10,000; and 31% live in rural areas.

• **Language:** 62.5% of the population speak French only; 25.6% speak French and English; 11.4% speak English only.

• **Income:** It is estimated that the 28.7% of Canada's population represented in Quebec has a net buying income amounting to 25.7% of Canada's total.

• **Newspapers:** Quebec has nine daily newspapers. (Ontario and New Brunswick each have one daily French-language paper.) The 11 papers have an ABC of 678,867. The province of Ontario, by contrast, has 40 English-language papers. In Quebec, there are nine class A and 132 ordinary weeklies. The four important weekend publications have a combined circulation of nearly 1,000,000 copies.

• **Radio:** This medium continues to be effective, as 38 French stations in the province offer saturation coverage. The French Canadian listens long to the radio, especially for sports and local and international news. Over 1,000,000 Quebec

Canadians Don't React to Ads the Way We Do, Say Admen

The following question and answer were posed at the 1959 annual meeting of the Direct Mail Advertising Assn., held in Montreal in September. The question was asked of Glenn A. Oman, president of International Correspondence Schools Canadian Ltd.

Q. "Do you find that advertising appeals that work well in the States work equally well up here?"

A. "Here we have a very strange situation. The spill-over leads from U. S. publications are our lowest-cost leads, and are converted to enrollments (in ICS courses) at a very satisfactory rate.

"But when we try to use these same appeals in Canadian publications, we experience a much lower rate of return, and a lower rate of conversion. It would appear that we are dealing with two different groups of people in Canada—those who read and respond to U. S. publications and those who read and respond to Canadian publications.

"I would think, on the whole, that the average Canadian's reaction is a bit more conservative to advertising than is the case in the States. We find we can use some of the catch phrases used in the States, but we get better results from their use if we temper them in some way. As an example, Mr. Joseph H. Biro, director of marketing for ICS in the U. S., has found that the 'job security' appeal works well in the States. We have found that it works equally well in Canada—but only when we tie it in with a large illustration of the ICS diploma."

■ Mr. Biro (to another question): "In the U. S., we have the bulk of our magazine inquiries within 90 days after the publication goes on sale, although leads will continue to come in for a full year after the sale date."

Mr. Oman: "In Canada, *Reader's Digest* will require as long as seven months to produce 90% of the inquiries. There another peculiarity turns up—*Selection du Reader's Digest*, the French edition, will require only half that time." #

give weight to your argument

You advertise in a climate of compelling influence when you advertise in The Financial Post, Canada's foremost publication for management.

Here in Canada, more than 80% of Post primary readers in business belong to the influential buying teams of presidents, vice-presidents, general managers, secretary-treasurers, sales managers and others on management or supervisory levels.

For even more conclusive evidence of how The Post penetrates the multiple buying influences, see our latest study by Gruneau Research on the characteristics of Post readers.

Write to:

The Financial Post

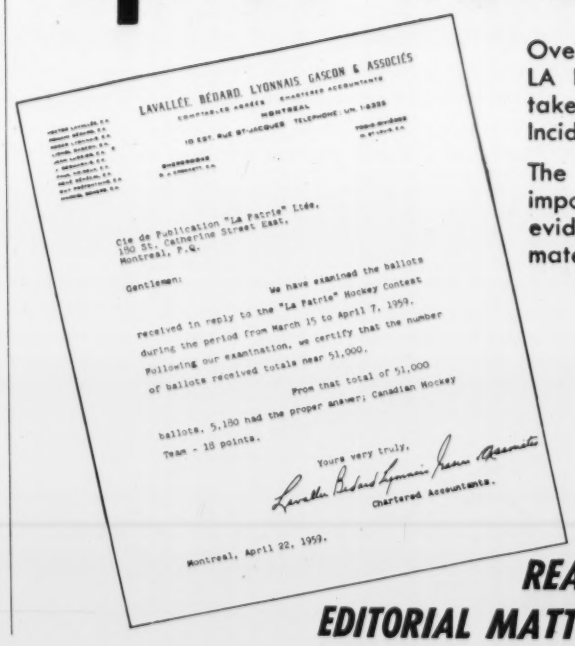
481 University Avenue, Toronto 2, Canada

A MACLEAN-HUNTER PUBLICATION

This is reader response!

Between March 15 and April 7 this year, LA PATRIE ran a Hockey Contest based on the number of goals which would be scored by the winning team in the final playoff championship series.

a total of 51,000 replies were received



LAVALLÉE, BÉDARD, LYONNAIS, GASCON & ASSOCIÉS
CHARTERED ACCOUNTANTS
MONTREAL

Cie de Publication "La Patrie" Ltée,
180 St. Catherine Street East,
Montreal, P.Q.

Gentlemen:

We have examined the ballots received in reply to the "La Patrie" Hockey Contest during the period from March 15 to April 7, 1959. Following our examination, we certify that the number of ballots received totals near 51,000.

From that total of 51,000 ballots, 5,180 had the proper answer; Canadian Hockey Team - 18 points.

Yours very truly,
Lavallée, Bédard, Lyonnais, Gascon & Associés
Chartered Accountants.

Montreal, April 22, 1959.

Over 25.2% of the total circulation of LA PATRIE were sufficiently interested to take time out to essay a prediction. Incidentally, 5,180 predictions were correct.

The number of correct forecasts is not important. What is IMPORTANT is the evidence of READER RESPONSE to the material contained on the pages of

La Patrie DU DIMANCHE

180 St.-Catherine St. E., Montreal; UN. 1-2701
Toronto Office: 19 Melinda St., EM. 4-1016
U. S. Representative: Ralph R. Mulligan, New York, Chicago, Los Angeles.

READERS WHO RESPOND TO EDITORIAL MATTER RESPOND TO ADVERTISING

Crackdown Cuts Holiday Toll In Half

THE TELEGRAM

Home

Controllers Rap Summerville

CNE SHOW CRITIC TO FACE OUSTER

Up In Arms

How To Educate Your Child -- Part 1

Early School Interest Vital

Gone Off Deep End -Dennison

Rash Of Arrests Chops Death Toll To 9 In Ontario

No End Seen Yet To Sweat

Que. Vote Likely In Next 2 Months

Today in The TELLY

Schools Reopen. Brother For CNE

It's Official THE HOTTEST AUGUST EVER

THE TELEGRAM

Blue

Have Fishpond, Will Bubble

75,000 Shots Stolen In Montreal

SUSPECT SALK BLACK MARKET

City Man, Son Die, Quiz Motel

Quebec Supply Wiped Out

Today in The TELLY Children Gorge Selves While Blitzing CNE

Ask Ottawa Ban Trading Stamps

Citizens Protest Wild Night Scene

Bulletin

Failed, Chinese Student Hid 4 Years As 'Torture'

IKE GETS RESULTS...

And Holds Up Canada—U.S. Border As A Shining Example Of Peace

THE TELEGRAM

Blue

Hunt 200 Suspected Contacts

TYPHOID IN FOOD IMPERILS DINERS

On The Up-And-Up

Worst In 15 Years

9 Cases Hospitalized

Turmoil In India As Military Chiefs, Defense Head Quit

Assessment Boost Plea Angers City

Prune High-Tax 'Deadwood' In Gov't, Sale Urges

Today in The TELLY

New Board Urged As York Watchdog

Girl, 9, Runs Bazaar To Help Feed Hungry

TORONTO

1ST MARKET IN CANADA

Retail sales in Toronto are $2,025,491,000 annually—13.4% of the total for all Canada! Toronto spends $428,019,000 on food... $78,036,000 on furniture and appliances... $268,242,000 on automotive products... $64,858,000 on drug products... $334,364,000 on general merchandise.

TORONTO

7TH MARKET IN NORTH AMERICA

In total retail sales, Toronto is topped only by New York, Los Angeles, Chicago, Detroit, Philadelphia and Cleveland. It ranks well ahead of Pittsburgh, St. Louis, Boston, Houston, Miami, Seattle and San Francisco!

THE TELEGRAM REACHES 48% OF THE HOUSEHOLDS IN THIS RICH MARKET. IT'S A BIG FACTOR IN TORONTO'S BUYING DECISIONS!

(Sources: Sales Management, Weekend/Perspectives)

THE TELEGRAM

DAILY—WEEKEND

Bay and Melinda Sts., Toronto 1, Ont. EMpire 2-5611

John B. Stark, Director of Advertising

Montreal: Lorne Main, 938 Dominion Sq. Bldg.

U.S.A.: O'Mara & Ormsbee, Inc., 342 Madison Ave., New York

England: D. A. Goodall, Ltd., 4 Old Burlington St., London W.1

Florida Resort: McAskill, Herman & Daley, Inc., 4014 Chase Ave., Miami Beach 40

New England Resort: Tom McGill, 110 Bellevue St., West Roxbury, Mass.

his product "is an improvement within his means or a necessity he can't pass by. Jean Baptiste is thrifty, but if he sees what he needs and is convinced by French sales talk or advertising that the article in question measures up to his requirements, he will buy it immediately."

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This is true, he said, "only because English-speaking advertisers and their agencies control most of the national advertising and unconsciously take advantage of their financial position to force translations down the throats of French Canadians.

■ "The French Canadian culture and personality do exist. It is beyond comprehension that French-speaking Canadians do not yet show their personality in the advertising that is meant for them. Quebec is different and should be treated differently.

"It is in your own interest to conform with a status that time has not altered. *Pensez Francais*, with all that it implies in the making of genuine French advertising. Quebec is 82% French; Quebec is the second most important market in Canada, and Canada will respond better to your advertising if you communicate in the appropriate language."

■ What makes Quebec province the second most important Canadian market? The newly-formed Publicite-Club de Montreal, which ended its first observance of "French Market Month," on Oct. 24, has pulled together the following characteristics of what it calls "a French island in an Anglo-Saxon sea":

• **Population:** According to latest estimates, Quebec's population is 4,962,900, or 28.7% of Canada's total. Nearly 88%, or 4,362,380 persons, are French-speaking. Since 1951, the population of Quebec has increased approximately 22%. Families average about 4.5 persons. Quebec City is the second largest city in the province with 326,000 people, or 6.8% of the total provincial population.

There are four cities that boast populations between 50,000 and 100,000: Three Rivers, Sherbrooke, Chicoutimi-Jonquiere and Shawinigan Falls, with an aggregate of 300,000 people.

Hence, 42% of the provincial population lives in metropolitan areas; 8% in urban centers of 25,000 to 100,000 population; 5% in urban centers of 10,000 to 25,000 population; 14% in semi-rural areas with populations between 1,000 and 10,000; and 31% live in rural areas.

• **Language:** 62.5% of the population speak French only; 25.6% speak French and English; 11.4% speak English only.

• **Income:** It is estimated that the 28.7% of Canada's population represented in Quebec has a net buying income amounting to 25.7% of Canada's total.

• **Newspapers:** Quebec has nine daily newspapers. (Ontario and New Brunswick each have one daily French-language paper.) The 11 papers have an ABC of 678,867. The province of Ontario, by contrast, has 40 English-language papers. In Quebec, there are nine class A and 132 ordinary weeklies. The four important weekend publications have a combined circulation of nearly 1,000,000 copies.

• **Radio:** This medium continues to be effective, as 38 French stations in the province offer saturation coverage. The French Canadian listens long to the radio, especially for sports and local and international news. Over 1,000,000 Quebec

Canadians Don't React to Ads the Way We Do, Say Admen

The following question and answer were posed at the 1959 annual meeting of the Direct Mail Advertising Assn., held in Montreal in September. The question was asked of Glenn A. Oman, president of International Correspondence Schools Canadian Ltd.

Q. "Do you find that advertising appeals that work well in the States work equally well up here?"

A. "Here we have a very strange situation. The spill-over leads from U. S. publications are our lowest-cost leads, and are converted to enrollments (in ICS courses) at a very satisfactory rate.

"But when we try to use these same appeals in Canadian publications, we experience a much lower rate of return, and a lower rate of conversion. It would appear that we are dealing with two different groups of people in Canada—those who read and respond to U. S. publications and those who read and respond to Canadian publications.

"I would think, on the whole, that the average Canadian's reaction is a bit more conservative to advertising than is the case in the States. We find we can use some of the catch phrases used in the States, but we get better results from their use if we temper them in some way. As an example, Mr. Joseph H. Biro, director of marketing for ICS in the U. S., has found that the 'job security' appeal works well in the States. We have found that it works equally well in Canada—but only when we tie it in with a large illustration of the ICS diploma."

■ Mr. Biro (to another question): "In the U. S., we have the bulk of our magazine inquiries within 90 days after the publication goes on sale, although leads will continue to come in for a full year after the sale date."

Mr. Oman: "In Canada, *Reader's Digest* will require as long as seven months to produce 90% of the inquiries. There another peculiarity turns up—*Selection du Reader's Digest*, the French edition, will require only half that time." #

give weight to your argument

You advertise in a climate of compelling influence when you advertise in The Financial Post, Canada's foremost publication for management.

Here in Canada, more than 80% of Post primary readers in business belong to the influential buying teams of presidents, vice-presidents, general managers, secretary-treasurers, sales managers and others on management or supervisory levels.

For even more conclusive evidence of how The Post penetrates the multiple buying influences, see our latest study by Gruneau Research on the characteristics of Post readers.

Write to:

The Financial Post

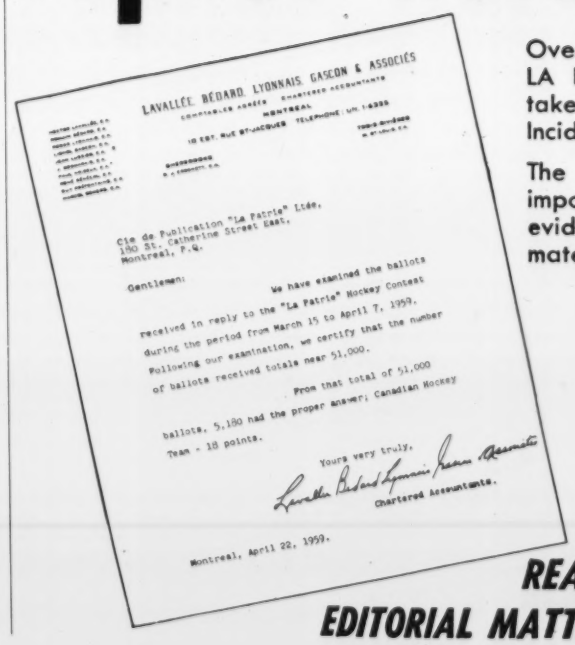
481 University Avenue, Toronto 2, Canada

A MACLEAN-HUNTER PUBLICATION

This is reader response!

Between March 15 and April 7 this year, LA PATRIE ran a Hockey Contest based on the number of goals which would be scored by the winning team in the final playoff championship series.

a total of 51,000 replies were received



LAVALLÉE, BÉDARD, LYONNAIS, GASCON & ASSOCIÉS
CHARTERED ACCOUNTANTS
MONTREAL

Cie de Publication "La Patrie" Ltée,
180 St. Catherine Street East,
Montreal, P.Q.

Gentlemen:

We have examined the ballots received in reply to the "La Patrie" Hockey Contest during the period from March 15 to April 7, 1959. Following our examination, we certify that the number of ballots received totals near 51,000.

From that total of 51,000 ballots, 5,180 had the proper answer: Canadian Hockey Team - 18 points.

Yours very truly,
Lavallée Bédard Lyonnais Gascon & Associés
Chartered Accountants.

Montreal, April 22, 1959.

Over 25.2% of the total circulation of LA PATRIE were sufficiently interested to take time out to essay a prediction. Incidentally, 5,180 predictions were correct.

The number of correct forecasts is not important. What is IMPORTANT is the evidence of READER RESPONSE to the material contained on the pages of

La Patrie DU DIMANCHE

180 St.-Catherine St. E., Montreal, UN. 1-2701
Toronto Office: 19 Melinda St., EM. 4-1016
U. S. Representative: Ralph R. Mulligan, New York, Chicago, Los Angeles.

READERS WHO RESPOND TO EDITORIAL MATTER RESPOND TO ADVERTISING

Crackdown Cuts Holiday Toll In Half

THE TELEGRAM

Home Edition

Controllers Rap Summerville

CNE SHOW CRITIC TO FACE OUSTER

Up In Arms

How To Educate Your Child -- Part 1

Early School Interest Vital

Come Off Deep End -Dennison

Rash Of Arrests Chops Death Toll To 9 In Ontario

No End Seen Yet To Sweat

Que. Vote Likely In Next 2 Months

Today in The TELLY

Schools Reopen. Breather For CNE

It's Official! THE HOTTEST AUGUST EVER

THE TELEGRAM

Blue Streak Metropolitan

Bare Fishpond, Will Bubble

75,000 Shots Stolen In Montreal

SUSPECT SALK BLACK MARKET

City Man, Son Die, Quiz Motel

Quebec Supply Wiped Out

Today in The TELLY

Children Gorge Selves While Blitzing CNE

Ask Ottawa Ban Trading Stamps

Citizens Protest Wild Night Swims

Bulletin

Failed, Chinese Student Hid 4 Years As 'Torture'

IKE GETS RESULTS...

And Holds Up Canada—U.S. Border As A Shining Example Of Peace

THE TELEGRAM

Blue Streak Metropolitan

Hunt 200 Suspected Contacts

TYPHOID IN FOOD IMPERILS DINERS

On The Up-And-Up

Worst In 15 Years

9 Cases Hospitalized

Turmoil In India As Military Chiefs, Defense Head Quit

Assessment Boost Plea Angers City

Prune High-Tax 'Deadwood' In Gov't, Sale Urges

Today in The TELLY

New Board Urged As York Watchdog

Girl, 9, Runs Banner To Help Feed Hungry

TORONTO

1ST MARKET IN CANADA

Retail sales in Toronto are $2,025,491,000 annually—13.4% of the total for all Canada! Toronto spends $428,019,000 on food... $78,036,000 on furniture and appliances... $268,242,000 on automotive products... $64,858,000 on drug products... $334,364,000 on general merchandise.

TORONTO

7TH MARKET IN NORTH AMERICA

In total retail sales, Toronto is topped only by New York, Los Angeles, Chicago, Detroit, Philadelphia and Cleveland. It ranks well ahead of Pittsburgh, St. Louis, Boston, Houston, Miami, Seattle and San Francisco!

THE TELEGRAM REACHES 48% OF THE HOUSEHOLDS IN THIS RICH MARKET. IT'S A BIG FACTOR IN TORONTO'S BUYING DECISIONS!

(Sources: Sales Management, Weekend/Perspectives)

THE TELEGRAM

DAILY—WEEKEND

Bay and Melinda Sts., Toronto 1, Ont. EMpire 2-5611

John B. Stark, Director of Advertising

Montreal: Lorne Main, 938 Dominion Sq. Bldg.

U.S.A.: O'Mara & Ormsbee, Inc., 342 Madison Ave., New York

England: D. A. Goodall, Ltd., 4 Old Burlington St., London W.1

Florida Resort: McAskill, Herman & Daley, Inc., 4014 Chase Ave., Miami Beach 40

New England Resort: Tom McGill, 110 Bellevue St., West Roxbury, Mass.

families own at least one radio.

• **Magazines:** Eight ABC consumer magazines have a monthly circulation of 555,000; farm magazines have 373,000 subscribers; about 300,000 copies of religious publications (open to advertising) are also circulated.

• **Television:** There are now eight French tv stations serving Quebec, and one in eastern Ontario. It is estimated that 937,600 French tv households watch these stations (out of a total of 1,066,700 for the province). Just about 88% of Quebec's homes (both English and French) have tv sets.

Having larger families, French Canadians stay at home more. With fewer daily newspapers and magazines, and less money for outside entertainment, the tv set has become the center of home entertainment. French television programs are an integral part of social life, and French tv artists are household names.

■ While Quebec is an important market, there are French segments in eight other provinces. There are three distinct French markets in Ontario. One is in the East (Ottawa and Carleton county), where 32.2% of the population is French-speaking; and in four border counties (Prescott, Russell, Glangarry and Stormont), where the percentage of French-speaking people ranges from 43.7% to 87%.

Second area is in the north of Ontario. This includes Timmins, Sudbury, North Bay and their counties, where an average 44.9% are of French ethnic origin. The third area is in the Southwest: Essex, Kent, Welland and Lambton counties, where the French vary from 4.9% to 16%.

While 12.2% of the province of Quebec population speak English, 9.3% of Ontario's population speak French. Numerically, there are nearly as many French-speaking people in Ontario (549,704) as there are English-speaking people in Quebec (600,510).

■ In the Maritime provinces, there are 321,109 French Canadians. Most of them are concentrated in northern New Brunswick (Gloucester, Madawaska, Restigouche, Victoria and Kent counties), where French is spoken in more than 90% of the homes. In Nova Scotia, French Canadians are established in Richmond, Digby, Iverness and Yarmouth counties, and 40% of the population of these counties speak French. On Prince Edward Island, they are concentrated mostly in the North, in Prince county.

In the Prairie provinces, there are 175,892 people of French Canadian origin. In Manitoba, they are concentrated largely in St. Boniface and the basins of the Red and Assiniboine rivers. In Saskatchewan, there are three groups: around Prince Albert in the North. Regina and Saskatoon in the center, and Gravelbourg in the South. In Alberta, Edmonton is the big center, with St. Paul and McLennan the centers in the North. #

Chrysler Names Top Dealer

Chrysler Corp., Detroit, has presented its national sales award to Walton Motors, Chicago, designating the dealership as the world's largest dealer of Chrysler built autos. Walton, the only dealer which handles all nine Chrysler lines, has been the top dealer since 1953.

Canada Will End Monopoly of Its CBC in Big Cities, Allow Independent TV by '60

(*Continued from Page 71*)

are full-time staffers. The board has assumed all regulatory powers held by the defunct CBC board of governors. The CBC's system is now administered by a board of directors, which in turn reports to BBG.

BBG has announced proposals which, if put into effect, will make operation of the new television stations a much less profitable venture than many applicants originally expected.

■ Foremost of these is a plan providing that 55% of the programming on both CBC and privately-owned stations must be of Canadian character.

It is estimated that CBC programming today is about 51% Canadian in character. An increase to 55% will jump CBC costs, most of which are met by tax revenues. More important, the ruling would cut the profits of independents who, generally speaking, would like to show as many U.S. films as possible and originate few, if any, programs.

The proposed regulation, on which hearings started this month, provides that up to two hours of broadcast time each day during the peak period between 8 and 11 p.m. be reserved for Canadian programs.

■ Following establishment of BBG and the new CBC board of directors earlier this year, the CBC recently underwent a major management overhaul, with the result that Canadian broadcasting in general still can be considered to be in its formative stages, at least from the standpoint of policy and management.

Some Canadian-originated shows, however, are recognized throughout the world as leaders in their fields. This is especially true in the areas of public affairs and education.

■ Also this year, the CBC introduced a new plan of television network operation to provide an equitable division of time for both network and local programming by privately-owned affiliated stations:

The plan has two main classifications—network option time and local station time. There is a third period when the network is in partial operation, called limited network. Of the 10 hours and 30 minutes set aside as local time, eight hours are in prime evening time (6 to 11 p.m., Monday through Saturday, and 5 to 11 p.m., Sundays).

■ All stations on the network are required to carry programs in the option time periods. CBC-owned and operated television stations carry all of the limited network programs, both commercial and sustaining.

Other stations on the network can carry any of the CBC sustaining programs in the limited network category by requesting network service. In the case of commercial programs in this category, sponsors are free to order any station or combination of stations over and above the CBC-owned and operated stations.

■ Here's a breakdown of an average week's schedule:

1. Network option time (stations

Where do you find

LPJ

readers in

LA PROVINCE DE QUEBEC

?

LE PETIT JOURNAL *can produce results* for you.

EVERYWHERE!

IN THE CITIES ESPECIALLY

Montreal, Quebec City, Three Rivers, Sherbrooke—in every Quebec Province city over 25,000 you'll find LE PETIT JOURNAL consistently delivering the highest circulation of any weekend paper, French or English. Market *quality?* Just check these facts:- Nearly half of the L P J readers own their own homes. It has the highest circulation in the 15-to-25 age group where buying patterns are formed . . . and among skilled laborers. 57.2% read French *only*—you can't reach them from "outside"! Whoever your best customers are, chances are good you'll find them in a responsive mood—reading this alert and progressive French language publication.

LE PETIT JOURNAL
Au Service du Public

5460 Royalmount Ave. Montreal 9, Que.

60

Sell Like

The Successful Sixties BELONG To London With Western Ontario...

A Busy, Booming, Canadian Market...

IN CANADA...LONDON, ONTARIO IS A *MIGHTY* IMPORTANT MARKET!

Here is a stable, able-to-buy market in the heart of the most densely populated area of the country and it is UNAFFECTED by any outside influence!

TEST ALL CANADA . . . IN ONE MARKET . . . IN ONE MEDIUM . . .

Reach every town and village in a SEVEN county diversified economy area . . . and of course you'll dominate Greater London (pop. over 150,000) too! Whatever you require . . . color, market surveys, stock checks, split runs, etc., we'll fill the bill!

In... The London Free Press
Western Ontario's Foremost Newspaper

A.B.C. Circ. 104,747 12 mos. ending Mar. 31, 1959.
Write for our Comprehensive Market Data Book today!

must carry), 34 hours and 35 minutes.

2. Local service, 10 hours and 30 minutes.

3. Limited network (available on request), 19 hours and 55 minutes.

■ The CBC has the longest television network in the world—more than 4,200 miles of microwave facilities reaching from St. John's, Newfoundland, to Victoria, B.C.

Its English language network boasts 46 stations, only five of which are served on a non-connected basis. The French television network has 11 stations.

The English network covers six time zones. This creates some problems for program planners in that Newfoundland standard time is 30 minutes ahead of Atlantic standard, which in turn is one hour ahead of Eastern standard. In addition, there are a number of communities in Canada which convert to daylight saving time during the summer months and others which remain on standard time.

■ Of the 46 stations on the English network the CBC owns and operates nine. The remainder are privately owned and operated. Two stations on the French network are CBC owned and operated, while the rest are owned by independents.

Nine satellite stations serve viewers on the English network. Three of these are CBC-owned and operated.

CBC's expenses last year totaled $87,314,553. Its income from commercial revenue and other sources totaled a record $33,194,220.

During the year it produced about 60,000 programs on its five networks (English and French television; Dominion, Trans-Canada and French radio) for a total of some 18,000 hours. In radio, about 95% of its programs were Canadian produced.

■ The CBC came into operation in 1936, a publicly-owned corporation whose purpose was to give all Canadians the best possible broadcasting service within the budget allowed by Parliament. One of its main objectives was to knit together this country's sparsely-populated, far-flung communities, a job which could not be accomplished economically by private interests.

For better or worse, the CBC has made Canadians conscious of their national identity. Since the Aird Report in 1929, broadcasting in Canada has been considered a public trust. There is no doubt that this attitude will prevail indefinitely. #

Canadian Network Nurses Headache; Controversies Hurt

OTTAWA, Nov. 17—Since last December, the Canadian Broadcasting Corp. has been hit, as one of its officials put it, "with a stream of publicized troubles unsurpassed in 25 years."

The troubles encompassed a strike of French-language television producers that made it necessary to schedule films instead of live programs, a controversial telecast which attempted to mark the beatification of Mere Marguerite Bourgopys and which was condemned by French Catholics as completely tasteless, and the revelation that CBC paid part of the cost of sponsored shows. There was furor in Parliament and a spate of resignations from CBC.

■ "We have been attacked for allegedly subsidizing commercial advertisers because we have sold some of our programs at less than their package cost," acknowledged Ron Fraser, CBC public relations director. "This is true, and yet is an inescapable financial fact of television.

"One of the biggest American networks last year told the Federal Communications Commission that in 1958 its total recovery on the cost of their network program packages was $19,000,000 less than the amount they paid for them. This did not include another $8,500,000 spent on news which was not recovered, nor did it include an additional $3,500,000 which was spent on program ideas and development which never reached the air. In other words, one American network alone sold its program packages for an over-all total of $31,000,000 less than it received from advertisers.

■ "This being true in the U. S., think of the problems we face here in Canada in a nation of 17,000,000, which is a much smaller market than that offered to advertisers in the U. S., where they have over 170,000,000.

"In addition to that, our problem is further complicated by the fact that these 17,000,000 people cannot all be served or reached by the advertiser or the CBC with one language. Our total English audience would probably not exceed 12,000,000 at most." #

Western Promotes Two

Western Advertising, Racine, Wis., has promoted Clifford E. Boettcher, formerly an account contact man, to creative director charged with coordinating all creative services for print and broadcast media, including merchandising programs. Meanwhile, Tom A. Kallas, who joined Western in 1949, has been moved up to media director.

how the English-speaking section of

The Canadian Market

is covered by the Star Weekly

IMPORTANT! First, when considering the Star Weekly, bear in mind that it is the *only* national publication sold as your product is sold—singly . . . on demand . . . for cash. This means the Star Weekly offers you a unique "no waste" coverage to sell your product in volume at low cost.

The Star Weekly's distribution matches the distribution of your product. Its mass circulation is evenly spread amongst urban and rural areas, covering every socio-economic level.

	TOTAL FAMILIES	ENGLISH FAMILIES	STAR WEEKLY CIRCULATION	PERCENT COVERAGE
British Columbia	406,065	405,666	106,467	26.2%
Alberta	308,628	303,138	112,222	37.0
Saskatchewan	242,060	234,701	63,645	27.1
Manitoba	221,494	212,570	50,693	23.8
Ontario	1,450,435	1,398,257	479,229	34.3
Quebec	1,103,634	248,948	61,537	24.7
New Brunswick	127,860	94,747	31,137	32.8
Nova Scotia	172,147	167,984	42,269	25.2
Prince Edward Island	23,112	22,014	5,647	25.6
Newfoundland	85,680	85,680	7,777	9.1
All Other			57,524	
Total	4,141,115	3,173,705	1,018,147	30.3%*

Families: Canada Post Office Figures 1958
*Does not include "All other"

The distribution of circulation shown above is that shown in paragraph 1(a) of the Publisher's Statement to the Audit Bureau of Circulations for the 6 months ending March 31, 1959

people go out for the Star Weekly

Because they want to read the Star Weekly, 99.6% of its readers *go out and buy it*, or have it delivered, every week! People go out to buy your product the same way they go out to buy the Star Weekly.

Your product can be **SOLD** by an advertisement in the **STAR WEEKLY**

80 King Street West, Toronto, Ontario

Trading Stamps Sweep Canada after Law Is Revised; Merchants Protest

(Continued from Page 71)

cash or goods that are not the property of the vendor.

■ The stamp plans—trading stamps, bonus stamps, discount stamps, premium stamps—hit the lush Toronto market in August following the entry into Ontario of the fast-moving, Montreal-based Steinberg chain of supermarkets, which bought out Grand Union-Carroll's outlets.

Loblaw Groceterias Co., an organization with 206 stores in Ontario and stores elsewhere in Canada and in the U.S., initiated the controversial plan under which customers were offered premiums of Lucky Green stamps in lots of 750 and more.

In this way, the smallest premium had a value of about $1.50—based on the stamps having a merchantable value of five for 1¢.

■ Recently, however, a supplementary catalog has been issued by Loblaw's offering premiums for lesser quantities.

This was done to comply with the letter of the law as interpreted by Ontario officials, who said that stamps must be redeemable "at any time." This development meant that customers could redeem from one to 749 stamps whenever they wished. For one stamp, they might get a lollypop or a jelly-bean.

■ Loblaw's stamp plan was one of the best-kept secrets in merchandising. It came as a complete surprise to all but a few of the top men in the company. Loblaw competitors were unaware of the move until stamps were in the stores.

Code phrase was "Fortieth Anniversary Celebration" and D-Day was set at Aug. 20. To put hungry competitors off the scent, Loblaw's rented offices and warehouses under fictitious names—and managed to acquire seven boxcars of litho paper for its premium catalog without arousing suspicion.

Most company men knew something "big" was afoot, but they guessed it was a Big Four football league promotion or something equally innocuous.

■ When Loblaw president George Metcalf announced the plan at an early morning breakfast meeting, wheels were put in motion in a fashion never before seen in Ontario merchandising circles.

Mats were rushed to newspapers. Nearly all of the staff of Foster Advertising helped phone radio and television spots to stations around the province.

Following the announcement, Steinberg's jumped on the bandwagon with Pinky stamps, a product of T.N.T. Premiums Ltd. (Loblaw's Lucky Green stamps are marketed by the Blue Chip Premium Co.).

Then the Independent Grocers' Alliance (IGA) rushed ads to newspapers describing its "Kangaroo Tape Plan," scheduled for introduction in Ontario Sept. 9, and asserting: "You can lick their stamps but you can't beat IGA tapes."

■ Power Supermarkets, with 25 stores in the area, converted its tape plan to stamps, using Gold ducats to entice customers.

Said Power President Leon Weinstein: "We will not pay people's mortgages, but we will furnish their homes for them."

Dominion Stores Ltd., with 350 stores across Canada, and the Atlantic & Pacific stores made no move to follow the lead of Loblaw's, Steinberg's, Power and IGA.

■ Meantime, the Province of Quebec refused a plea by the Canadian Assn. of Consumers to ban stamps. But the spread of Loblaw's Lucky Green stamps to Manitoba has resulted in police action against the company under the criminal code and the Manitoba Food Minimum Loss Act.

Loblaw's Mr. Metcalf said, "We introduced the stamps because we wanted to reward our customers—and because we like to give leadership. Besides, nobody can boost prices and remain competitive."

He likened the plan to giving a housewife a discount on food. "Until now," he said, "the only people who didn't get a discount for anything were housewives."

■ Mr. Metcalf observed that 32,000,000 housewives of 49,000,000 families in the U.S. are saving bonus stamps.

"Our stamps," said Mr. Metcalf, "are not trading stamps within the meaning of the criminal code. They are legal because the address and value of the stamp—as required by the code—are set forth on the face of the stamp."

Asked if stamps do not mean higher prices, Mr. Metcalf replied:

"The key to effective operation of the discount stamp plan is increased volume of traffic in our stores. We need an increase of from 12% to 15% in volume to make the plan self-supporting—and we are confident that we can do this."

■ He said the discount plan is a proved form of good business and that it is easier to offer stamps than a 2% discount on sales.

"We handle 6,500 items," he explained. "How would you give a fifth of a cent discount on a cup of coffee? We want everyone to share in this, no matter how much they spend with us."

In short, Mr. Metcalf believes that 15% more customers in Loblaw's would make the premiums in the catalog free.

"The increased business would mean a 2% saving on standard overhead costs of everything in the stores. This is sound, practical sense.

"It is the same truth that renders advertising costless to customers," he added.

Loblaw's used 32 extra pages of newspaper advertising to launch its discount stamp program. Complete linage statistics were not available in detail either from Loblaw's or its competitors. Additional radio and television time likewise has yet to be measured.

■ The whole stamp question is a hot potato in Canada today. Merchants' associations and consumer groups appear to be dead against the plan. The Retail Merchants' Assn. of Canada has said:

"Stamp schemes are being initiated and conducted throughout metropolitan Toronto and the province of Ontario with increasing disregard for the public interest."

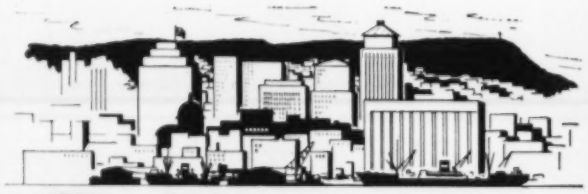
And a Toronto druggist figured out that a customer would have to buy $2,100 worth of drugs from him to get a premium, as offered by one of the many stamp salesmen trying to sign up independent stores, worth $29. #

When you advertise in Canada

remember . . .

- 10% of Canada's total population lives within the limits of Greater Montreal.
- Retail sales of Metropolitan Montreal represent 12% of the total for all Canada.
- Montreal ranks 8th in North America in dollar volume of Retail Food sales.

In this growing two-language city The Montreal Star serves and sells more than 83% of the English market.



The Montreal Star

Represented nationally by O'Mara and Ormsbee Inc.

More than 2,400 curling teams could fit in the convention rooms of the Sheraton Hotels in Canada

SHERATON THE PROUDEST NAME IN HOTELS

Network Radio's Top Advertisers*

Based on Four Weeks Ending Oct. 4, 1959

Copyright by A. C. Nielsen Co.

Home Broadcasts

Rank	Advertiser	No. of B'dcsts	Total Home-B'dcsts Delivered (000)
1	R. J. Reynolds Tobacco (4 Nets)	336	140,839
2	Time Inc. (NBC)	210	122,540
3	Electric Autolite Co. (NBC)	165	103,601
4	Ex-Lax Inc. (ABC, CBS, NBC)	130	74,617
5	Bristol-Myers Co.	93	71,452
6	Chevrolet-General Motors (CBS, MBS)	142	53,697
7	Campbell Soup Co. (CBS)	61	48,410
8	Armour & Co. (NBC)	78	41,786
9	Grove Division-Bristol-Myers (CBS, NBC)	59	39,910
10	General Foods Corp. (4 Nets)	77	37,981
11	Quaker Oats Co. (NBC)	58	33,874
12	Hudson Vitamin Products (ABC, MBS)	119	32,588
13	Ford Division-Ford Motor Co. (NBC)	89	29,477
14	Niagara Therapy Mfg. (CBS)	34	29,125
15	Renault Inc. (NBC)	39	28,830
16	CBS Electronics-CBS Inc. (CBS)	46	28,335
17	A. E. Staley Mfg. Co. (ABC)	53	27,844
18	American Home Products (ABC)	48	26,162
19	Carter Products Inc. (MBS)	109	26,012
20	Sterling Drug Co. (CBS, MBS)	63	20,473

Commercial Minutes

Rank	Advertiser	No. Comm'l Mins. Aired	Total Comm'l Min. Del'd (000)
1	R. J. Reynolds Tobacco (4 Nets)	210	83,613
2	Time Inc. (NBC)	147	81,661
3	Electric Autolite Co. (NBC)	124	72,378
4	Bristol-Myers Co. (CBS, NBC)	80	59,389
5	Gillette Safety Razor (NBC)	70	59,172
6	Ex-Lax Inc. (ABC, CBS, NBC)	93	50,609
7	Chevrolet-General Motors (CBS, MBS)	122	48,963
8	Armour & Co. (NBC)	78	39,859
9	A. E. Staley Mfg. Co. (ABC)	70	33,850
10	Hudson Vitamin Products (ABC, MBS)	124	31,465
11	United Motors-General Motors (CBS)	46	30,949
12	Grove Division-Bristol-Myers(CBS, NBC)	47	30,378
13	Pabst Brewing Co. (ABC)	29	29,478
14	Schick Inc. (ABC)	29	29,478
15	Niagara Therapy Mfg. (CBS)	36	29,369
16	Wm. Wrigley Jr. Co. (CBS)	60	26,856
17	Quaker Oats Co. (NBC)	43	26,119
18	Carter Products Inc. (MBS)	115	25,832
19	CBS Electronics-CBS Inc. (CBS)	44	25,399
20	Campbell Soup Co. (CBS)	31	23,087

*Ranked by total home broadcasts delivered and by total commercial minutes delivered for individual advertisers by all programs and participation on all radio networks used.

Butterfield Uses Roto in 8 Markets

MUNCIE, IND., Nov. 17—Butterfield Foods will introduce its canned au gratin potatoes in eight markets this month via Sunday roto supplements—said to be the first time a food product advertiser has used roto on a regional basis.

The color ads, four quarter-page blocks across the bottom of two pages, will appear Nov. 28-29 in Chicago, Detroit, Toledo, Dayton, Columbus, Cincinnati, Louisville and Indianapolis. They will run for three weeks, then resume after Christmas. They will be backed up with two-color and b&w ads in Wednesday and Thursday newspaper food sections.

Also scheduled are tv ads on the "Ruth Lyons 50-50 Club" daily show on WLW-D, Dayton; WLW-C, Columbus; WLW-T, Cincinnati, and WLW-I, Indianapolis. Radio spots will be used in the other markets.

■ Due to the use of quarter-page equivalents, art created for the opening roto ad requires only rearrangement to form follow-up half pages. Paper sculpture artwork is featured, giving a three-dimensional effect.

Robinson Advertising Agency, Muncie, is handling the campaign.

Lipscomb Reports 'Better Meals' Drive May Be Repeated

Charles T. Lipscomb, president of the Bureau of Advertising, American Newspaper Publishers Assn., has reported the newspaper industry's two-week food promotion in September was "so successful a similar promotion with the same theme will probably be held next year."

Mr. Lipscomb, speaking before the Newspaper Advertising Executives Assn. of Georgia, said 977 newspapers in the U.S. and Canada participated in the drive, "Better Meals Build Better Families," and that a Trendex study for the BofA indicated that 62% of the public had seen or heard the promotion's "Better Homes" theme.

VIVE AU GRATIN—*Butterfield Foods, Muncie, Ind., is featuring paper sculpture art work in its introductory color ads for canned au gratin potatoes, to break in roto sections in eight markets Nov. 28-29.*

NNPA Region Elects Collins

Robert H. Collins, promotion manager of the *Press-Herald*, Portland, Me., has been elected president of the eastern region of the National Newspaper Promotion Assn. Other officers elected by the NNPA are Ira C. Sapozink, promotion and public relations manager of the *Times-Union*, Rochester, N. Y., vp, and Robert H. Campbell, promotion manager of the *Observer*, Washington, Pa., secretary-treasurer.

38 of Top 100 Advertisers Hike Spot TV: Petry

NEW YORK, Nov. 17—Spot tv scored the biggest percentage gain of any measured medium among the top 100 advertisers in 1958.

Of the 100 leaders, 38 increased their spot tv outlay last year; of these 38, 31 scored sales gains during that recession year. Fifteen of the 100 cut back on spot spending; eight of these increased their sales during 1958.

These are the principal findings of an Edward Petry & Co. analysis of spot tv spending among the country's biggest advertisers. The study was based on ADVERTISING AGE's annual report on the top 100 advertisers (AA, Aug. 31).

Among the other points noted in the radio-tv station representative's study: 53 of the 100 spent more than 10% of their total measured media budgets in spot tv; spot tv spending was up 19% for the national pace setters; sharp increases were registered by soap and detergents, beer and oil. The tobacco category was down 11%.

Of the 100 leading spenders, 27 channeled more than 25% of their measured media ad dollars into spot. Two of the number—Lestoil and Texize—put practically all their advertising budgets into spot tv. #

Morris Moves to Goldman

Morris & Co., Baltimore manufacturer of Modiform professional uniforms, has appointed I. A. Goldman Co., Baltimore, to handle its advertising.

ADVERTISING CIGARETTES
Entire cigarette package features your ad message. Cigarettes imprinted with trade name or ad message.
G. A. GEORGOPULO & CO., Inc.
Cigarette Manufacturers Since 1905
48 Stone St., New York 4

It's a fact: Sheraton's 5 Canadian hotels have convention space for a rousing 9,635 people

Here's the breakdown, by hotel:

Sheraton-Mt. Royal Montreal*	King Edward Sheraton Toronto	Sheraton-Connaught Hamilton	Sheraton-Brock Niagara Falls**
4,300	2,400	1,745	1,190

*Additional meeting rooms in the Laurentien, Montreal.
**New Grand Ballroom will hold more than 1,300.

See how Sheraton's outstanding accommodations and more than 20 years of experience in planning and running conventions can help you. For detailed information, contact any of these hotels, or Mr. William Gray, Northern Division Sales Manager, King Edward Sheraton Hotel, Toronto, Ontario, Canada.

SHERATON HOTELS • Coast to Coast in the U. S. A., in Hawaii and Canada

EAST
NEW YORK
Park-Sheraton
Sheraton-East (the Ambassador)
Sheraton-Atlantic
Sheraton-Russell
BOSTON
Sheraton-Plaza

WASHINGTON
Sheraton-Carlton
Sheraton-Park
PITTSBURGH
Penn-Sheraton
BALTIMORE
Sheraton-Belvedere
PHILADELPHIA
Sheraton Hotel
PROVIDENCE
Sheraton-Biltmore

SPRINGFIELD, Mass.
Sheraton-Kimball
ALBANY
Sheraton-Ten Eyck
ROCHESTER
Sheraton Hotel
BUFFALO
Sheraton Hotel
SYRACUSE
Sheraton-Syracuse Inn

BINGHAMTON, N. Y.
Sheraton Inn
MIDWEST
CHICAGO
Sheraton-Blackstone
Sheraton Towers
DETROIT
Sheraton-Cadillac
CLEVELAND
Sheraton-Cleveland

CINCINNATI
Sheraton-Gibson
ST. LOUIS
Sheraton-Jefferson
OMAHA
Sheraton-Fontenelle
AKRON
Sheraton Hotel
INDIANAPOLIS
Sheraton-Lincoln

FRENCH LICK, Ind.
French Lick-Sheraton
RAPID CITY, S. D.
Sheraton-Johnson
SIOUX CITY, Iowa
Sheraton-Martin
Sheraton-Warrior
SIOUX FALLS, S. D.
Sheraton-Carpenter
Sheraton-Cataract

CEDAR RAPIDS, Iowa
Sheraton-Montrose
SOUTH
LOUISVILLE
Sheraton Hotel
The Watterson
DALLAS
Sheraton-Dallas
NEW ORLEANS
Sheraton-Charles

MOBILE, Alabama
The Battle House
WEST COAST
SAN FRANCISCO
Sheraton-Palace
LOS ANGELES
Sheraton-West (formerly the Sheraton-Town House)

PASADENA
Huntington-Sheraton
PORTLAND, Oregon
Sheraton-Portland Hotel
HAWAII
HONOLULU
Royal Hawaiian
Princess Kaiulani
Moana
Surfrider

CANADA
MONTREAL
Sheraton-Mt. Royal
The Laurentien
TORONTO
King Edward Sheraton
NIAGARA FALLS, Ont.
Sheraton-Brock
HAMILTON, Ont.
Sheraton-Connaught

Marge Kerr, Former Y&R Casting Director, Sets Up Own Firm

NEW YORK, Nov. 17—Marge Kerr has set up her own casting and talent consulting company, People & Productions, with offices at 750 3rd Ave. Miss Kerr recently resigned as casting director at Young & Rubicam after three and one-half years in the post.

Her new company will provide casting and talent consultant services for tv, films and radio; it will cover all phases of the business, including commercials, programs, closed circuit tv and sales presentations. People & Productions also will act as the New York office for out-of-town advertising agencies which do not have a branch office here, and will handle sales promotion assignments.

Miss Kerr has had wide experience in the advertising and broadcasting fields. Among her past assignments: Script writer for the soap opera, "Our Gal Sunday"; talent chief at N. W. Ayer & Son, and head of creative tv package programming for William Morris talent agency. She is credited with at least one major first in the business: She was the first woman network tv salesman, having slashed that barrier when she worked for the old DuMont tv network. #

Gordon & Hempstead Adds One

Eddie Doucette's Pancake Plantations, Chicago, has appointed Gordon & Hempstead, Chicago, to handle its advertising and public relations. Mr. Doucette, who has conducted television cooking programs, opened the first of the Pancake Plantations, which features pancakes of wild rice, chocolate chip, blueberry, curried clam, apple, banana and other varieties, in Chicago several months ago. Pancake Plantations formerly placed advertising direct.

Radio's Volume 'Gains' Merely Hold Market Share, Sweeney Tells Texans

Cites Stations 'Doing O.K.,' But Dailies' Volume 550% Bigger in Their Markets

FORT WORTH, Nov. 17—Radio stations were urged to cut out the cannibalism and concentrate on paring down the advertising volume of other media here last week, as Kevin B. Sweeney, president of Radio Advertising Bureau, characterized broadcasters as "half as smart as you should be and a quarter as smart as you could be." Mr. Sweeney, who spoke before the annual meeting of the Texas Assn. of Broadcasters, indicted Texas broadcasters on three general grounds:

1. Insistence on competing with themselves with a "fierceness just short of viciousness" and spending 90% of their sales and promotion time and money in competing with each other. He called the Texas internecine warfare the worst in the country—"next to Denver."

2. Having a low boiling point—"or lack of guts"—and refusing to fight for their rights in legislative and legal situations. He deplored the lack of contact with political representatives and urged broadcasters to make their interests and positions known.

3. Letting a general lack of excitement pervade the medium. He urged strong editorial stands on subjects of interest to the community.

■ Mr. Sweeney said radio volume would show a 5%-7% gain in dollar volume this year, but he pointed out that this would merely equal the anticipated increase in total advertising volume, so that radio would have done no more than to hold its share. "You've done very well," he said caustically, "but it's like being a 14-year-old with a 140 I.Q. in the fourth grade."

He reproached broadcasters for having done little to invade newspaper territory. He reported that broadcasters in Dallas, Fort Worth and Amarillo are all doing well—except that newspapers are carrying about five and one-half times as much advertising in each city.

The RAB president outlined a program to improve radio's competitive position, and among his salient points were these:

- Insist that salesmen know the story of your station vs. competing media.
- Find out the truth about radio, and quit playing "the numbers game—arguing that "my 4.5 is bigger than his 4.1." He said that agencies are eager for some kind of station information other than ratings.
- Give advertisers some kind of service: "Make a $50 survey—try to give advertisers some kind of help in your market."
- Expect something from your national representatives in selling against other media, and don't condone divisive tactics on a national level: "It is a tragedy of our business that two of the top seven representatives spend their time running down stations operated differently from those on their lists."
- Talk to your competitors; cooperate where possible. Act as if radio were the world's No. 1 advertising medium, and join the industry activities that help to build the medium.

■ John F. Box Jr., St. Louis, explained the Balaban radio philosophy to the TAB meeting, laying considerable emphasis on "disciplined programming." Mr. Box thinks all radio is likely to be "formula radio," in that it follows some kind of patterned programming, and he was scornful of the networks' efforts to recapture the audience from independents.

He deplored the way "we in radio bleed each other with charges of lack of believability and teen age audiences," and he was caustic in discussing the contrast between motivation studies which show images of stations and their lack of audience position.

■ The Texas broadcasters elected the following officers: Joe Leonard Jr., KGAF-AM-FM, Gainesville, president; James Hairgrove, KBRZ, Freeport, vp; Gene Hendryx, KVLF, Alpine, secretary. Three directors were elected for two-year terms: Wendell Mayes Sr., KBWD, Brownwood; Leo Hackney, KGVL, Greenville, and Charles Jordan, KFDA, Amarillo. Jack Roth, KONO, San Antonio, was elected a director for a one-year term. #

Chemway to Donahue & Coe

Chemway (Canada) Ltd., Ste. Therese, Que., has appointed the Montreal office of Tandy-Richards Advertising Ltd. to direct the Canadian advertising for Zonite antiseptic, Zonitors, Sentor acne stick, Pretty Feet and Forhans toothpaste. Lady Esther cosmetics remains with Donahue & Coe (Canada) Ltd., Montreal.

Poorman Names Lukens VP

John B. Lukens has been appointed vp and publicity director of Poorman, Butler & Associates, Muncie, Ind. Prior to joining the agency, Mr. Lukens was formerly with Applegate Advertising Agency, Muncie.

There is no comparison!

The fact is:

WRVA-RADIO, Virginia's Largest Single Advertising Medium *
REACHES MORE PEOPLE AT LESS COST THAN ANY OTHER MEDIA IN VIRGINIA

*WRVA-RADIO'S COVERAGE OF VIRGINIA INCLUDES:

Retail Sales	54.2%
Food	49.2%
Automotive Sales	52.5%
Gasoline	54.0%
Drug	47.5%

WRVA - RADIO RICHMOND, VIRGINIA NBC
REPRESENTED BY PETERS, GRIFFIN, WOODWARD, INC.

Baking Soda Cuts Tooth Decay, Church & Dwight Spots Say

NEW YORK, Nov. 17—Church & Dwight Co. is currently running a hard-hitting network radio campaign jostling listeners with this jingle—"Like to smile, Keep it that way; Soda cuts down tooth decay."

The company began using radio to promote its Arm & Hammer and Cow brand baking sodas as dentifrices last February, but its current campaign goes a step further in claiming to cut down decay.

Several spots in the company's heavy six-week schedule of participations on Mutual and NBC Radio include the dentifrice jingle, beat out to a drum accompaniment. After the initial punch, the commercials go on to say: "Soda penetrates the bacteria film that clings to your teeth as no ordinary dentifrice can. In fact, soda is specially mentioned in American Dental Assn. literature for use as a dentifrice."

■ The spots are part of a campaign to promote the many uses of baking soda. Other uses being mentioned are as an antacid, partial antiseptic, poultice and cleaner. The commercials can be heard throughout the day, in and adjacent to newscasts.

J. Walter Thompson Co. is the agency. #

CBS Reports Sales for 39 Weeks at Record High

Columbia Broadcasting System, New York, has reported that consolidated net sales for the 39-week period ending Oct. 3, 1959, hit an alltime high of $318,291,438. This was 5.8% ahead of the $300,738,926 registered for the first 40 weeks of 1958. Income for the 1959 period was $17,496,934 or $2.15 per share, compared with $16,522,462 or $2.10 per share for the previous year.

Subsequent to Oct. 3, 1959, several adjustments and transactions were made, the net effect of which will be a charge of approximately 10¢ per share to the net income for the fourth quarter of this year. A cash dividend of 35¢ per share was declared on its common stock, payable Dec. 11, 1959, to stockholders of record as of Nov. 27. A stock dividend of 3% also was declared.

Abrams Mrs. Tausig Mrs. Hesse Hesse Tausig

SOIREE—*Present at a social evening event at the convention of the Assn. of National Advertisers were George Abrams, Warner-Lambert Pharmaceutical Co.; Mr. and Mrs. Tom Tausig, P. Lorillard; and Mr. and Mrs. William Hesse, Benton & Bowles.*

Tinker Leaves W&L for B&B

Grant Tinker, formerly vp in charge of tv-radio programming at Warwick & Legler, has been appointed vp and director of tv programming at Benton & Bowles, New York, a post formerly held by Oliver Barbour, before he took over Tom McDermott's job as vp in charge of broadcast programming. Mr. Tinker will report to Mr. Barbour. William Warwick, vp and director of tv-radio at Warwick & Legler, has assumed Mr. Tinker's former duties.

Bristol-Myers Names Ready

Bristol-Myers products division, New York, has appointed Catherine R. Ready to the new post of director of health and beauty services. She joined Bristol-Myers in 1954 and has been assistant director of the educational service department.

PUBLISHERS CLASSIFIED DEPARTMENT
9 S. CLINTON ST., CHICAGO 6, ILLINOIS
Please send
"MAGAZINE CLASSIFIED BY THE MILLIONS"
.....
.....
.....

SAN DIEGO CALIFORNIA

EFFECTIVE BUYING INCOME: $1,861,359,000

In 1958 San Diego ranked 21st among the nation's 292 Metropolitan County Areas in total net effective buying income... well ahead of such markets as these:

MIAMI, FLORIDA . . . $1,674,358,000 ATLANTA, GEORGIA . . $1,639,525,000
DENVER, COLORADO . $1,658,945,000 PORTLAND, OREGON . $1,490,220,000

Sell San Diego – third largest market in the western states and fastest growing metropolitan area in the nation – through the market's two dominant newspapers: **The San Diego Union** and **Evening Tribune.** Combined daily circulation exceeds 200,000 (215,192 ABC 3/31/59). Facts Consolidated survey shows a readership of 84.4%, unduplicated.

The San Diego Union | EVENING TRIBUNE

SALES ESTIMATES COPYRIGHT 1959 SALES MANAGEMENT SURVEY OF BUYING POWER.

"The Ring of Truth"

COPLEY NEWSPAPERS

15 Hometown Newspapers covering San Diego, California – Greater Los Angeles – Springfield, Illinois – and Northern Illinois. Served by the COPLEY Washington Bureau and the COPLEY News Service.

REPRESENTED NATIONALLY BY WEST-HOLLIDAY CO., INC.

PRIMPING—*In an improvised grass-thatched "dressing room" models Carmen Miles and Mary Jane Russell apply their makeup.*

ENTOURAGE—*Mr. Cole, Ed and Mary Jane Russell and Betsy Pickering before takeoff. At right: Tahiti salute.*

Tahiti at Last . . .

Cole Loves That Isle; It's Swimwear Style

Since Paul Gauguin, There's Hardly a Man Who Isn't a Fan

LOS ANGELES, Nov. 18—Eight years ago Fred Cole, president of Cole of California, made his first visit to Tahiti. Every year since then the swimsuit manufacturer has returned to the island—and every year he's agitated for his company to turn out a Tahitian swimsuit collection and ad campaign.

This year he finally got his way. Style trends—such as the rising success of the bikini—were well suited to a South Seas promotion. A complete line of Tahitian swimsuits was designed, along with the company's first group of "fun fashions," i.e., casual clothes to be worn at home as well as at the beach or pool.

To insure authentic settings for the campaign photos, perfectionist Cole proposed a three-week photographic expedition to the South Seas—a 17,000-mile journey (it takes three days to get there), involving three models, two photographers, the ad manager and the account supervisor.

The venture was "well worth it," according to Barbara Kelly, Cole's ad manager. Despite unseasonal rains, swarming mosquitoes, flaring tempers, and the like, the troupe returned with an abundance of photos, not only for the ad campaign, but also for publicity shots and slidefilms.

CLIENT COLE *and ad manager Kelly.*

■ Representing the company on the trip were President Cole and Ad Manager Kelly. From the agency, Doyle Dane Bernbach Inc., came Edward Russell, vp and account supervisor. The models were Mr. Russell's wife, Mary Jane, plus Carmen Miles and Betsy Pickering. The photographers: Carmen Schiavone and his associate, Norman Leavitt.

The campaign opens with a five-page flourish in the January *Harper's Bazaar*. The summer schedule is still tentative, pending results of resort selling. The anticipated schedule includes color ads in four fashion books, plus b&w insertions in *Life* and *Look*, running in April, May and June issues. The total promotional budget for the year is $1,000,000.

Point of sale pieces include a Tahitian manikin and an outrigger canoe with a sail made out of Tahitian fabric.

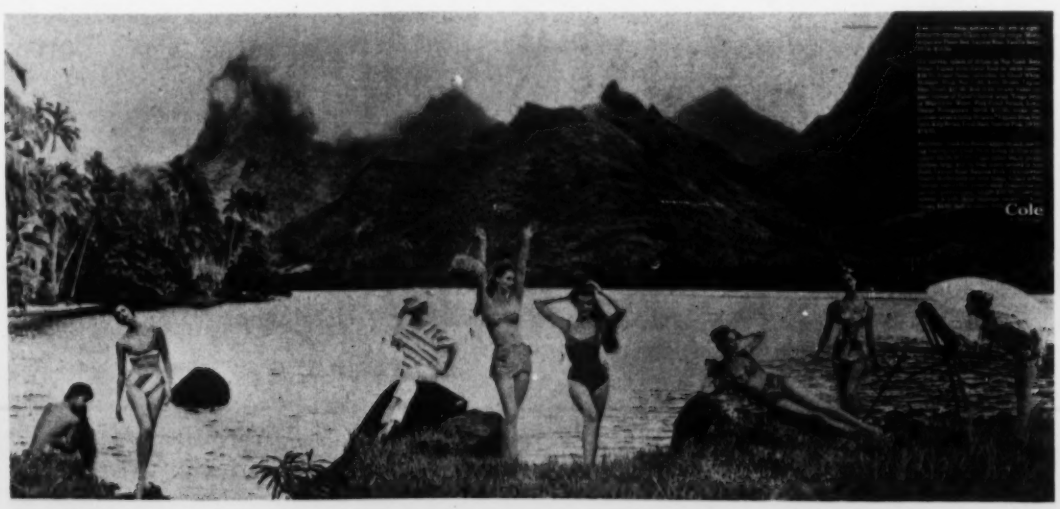
Also new this year are two slide films. One explains the Cole line to buyers; the second is a sales training film for salesgirls. They are both shown on the Bessler Corp.'s Sales Mate machine, a lightweight sound projector that folds up into an attache case. The 17-lb. machine combines film and screen in one unit, which the Cole salesman can set up quickly on any desk and show without darkening the room.

■ The films serve a double purpose, Mrs. Kelly points out, in that they prove to be effective training for Cole salesmen, too. After showing the films several times, a salesman "can't help but get the feeling of the line and how to sell it," she said. #

WAIT—*Thwarted by rain, the group killed time at a sidewalk cafe.*

LOCAL COLOR—*Models in Papeete.*

RAIN—*With set and cameras ready, the crew waits out tropical rains. At right, the camera waits as skies clear.*



END PRODUCT—*The result of the excursion is this five-page ad, scheduled for the January issue of Harper's Bazaar, which multiplies the charms of the trio of models.*

This turkey will be taken out of circulation next Thursday

Advertisers, no doubt, wish that *all* turkeys would be taken out of circulation. We're glad to report that there's not a single one on The Saturday Evening Post subscription list. In paid-for, hard-money circulation (no arrears), the Post is the number one general weekly! (Check your ABC and see!*) That's no gobbledygook . . . that's vitality!

*ABC Publishers' Statements, June 30, 1959

Siouxland is a
BIG Market
48 counties in the corner of 4 states —pop. 816,300.

Siouxland is a
RICH Market
Effective Buying Income $1,327,551,000.00
Retail Sales $990,585,000.00
Gross Farm Income $1,268,646,000.00

Siouxland is a
BUYING Market
Siouxland '59 Retail Sales 10.3% ahead of '58 and a top ranking High Spot City 23 of the last 24 months according to Sales Management.

Siouxland is a BIG-RICH-BUYING MARKET

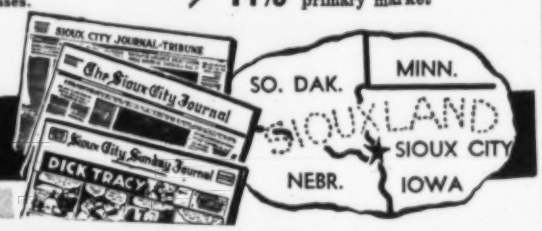
(A BILLION DOLLAR Sioux City, Ia., MARKET)

You can unlock the **FULL SALES POWER** of your advertising by using the pages of Siouxland's big, family newspaper, The Sioux City Journal and Journal-Tribune.

SIOUXLAND is a ONE MEDIA MARKET

Dominant coverage of Siouxland is yours through one—and only one—Media, The Sioux City Journal and Journal-Tribune, the overwhelming choice of Sioux City's 1,746 retail businesses.

100% coverage in Sioux City
92% coverage in 4 nearest counties
74% coverage in 12 county primary market



The Sioux City Journal
JOURNAL-TRIBUNE
Jann & Kelley Inc.—National Representatives

Senator Urges FCC to Speed Licensing of TV Boosters

DENVER, Nov. 17—Sen. John O. Pastore (D., R.I.), chairman of a Senate subcommittee looking into the need for television booster stations, said at the conclusion of a hearing here that it was time for the Federal Communications Commission "to move quickly in allowing the construction and licensing of boosters."

Sen. Pastore has conducted hearings in Montana, Idaho, Utah and Denver. He will conduct another at Casper, Wyo., Dec. 12 in company with Sen. Gale McGee (D., Wyo.).

At a hearing in Idaho Falls, Ida., executives of community television antenna systems gave full approval to any legislation that would put their industry under the FCC. They opposed provisions that would place them under control of competing television stations. #

AHEM!
ON THIS THE EVE OF A NEW YEAR
WE LOOK BACK UPON 1959 AS A YEAR OF ACHIEVEMENT IN STORM DOOR AND WINDOW INDUSTRY
HOW WE LOOK FORWARD TO 1960
1959??
WHO'S THE WISE GUY WHO GAVE ME LAST YEAR'S SPEECH?
HAPPY NEW YEAR
warner
MANUFACTURING CORPORATION

LIGHT TOUCH—*Breaking with traditional "message from the president" industrial ads, Warner Mfg. Corp., Elizabeth, N. J., is using this humorous touch in trade publications. Copy and art is by Paul Lippman, creative director, Krate-Basch Associates, New York, which handles the account. Warner makes aluminum storm windows and doors.*

Canned Pear Group Incorporates, Names Sheehan Manager

SEATTLE, Nov. 17—A new organization, Pacific Coast Canned Pear Service, has been incorporated to take over information and promotion activities on behalf of canned Bartlett pears. It opened offices at Seattle Nov. 15.

Thomas H. Sheehan, account executive, KTNT-TV, has been appointed manager. Earlier he was with Seattle Transit, Foster & Kleiser, Rainier beer and KOMO.

Thomas H. Sheehan

Promotion of Bartlett pears has been on an informal, voluntary basis for the past eight years. The pack of canned Bartlett pears runs approximately 10,000,000 cases a year on the West Coast, and makes up almost the total U. S. pack of pears.

The program set up for the coming season again will include cooperative promotion with the American Dairy Assn. and other groups and will reach a peak next April with the nationwide "Pear-adise-in-April" theme. Newspaper space in all major markets will also be used for the promotion, along with spot radio and tv in some areas.

The new organization is headed by James Welch Jr., Wenatchee. Members of the advertising committee are Fred Westberg, Yakima, secretary-manager of the Washington State Fruit Commission; Ross Johns, San Francisco; Joe Green, Courtland, Cal.; Ray Reter, Medford, Ore., and Mr. Welch, chairman.

Pacific National Advertising Agency handles the account. #

Shopping Mall Closed

Middletown, O., which created a pedestrian shopping mall on a downtown street in September for a two-month test, abandoned it Nov. 1 because of the parking problem it created. The chamber of commerce's retail merchants division which had proposed it also proposed its abandonment. The mall may be set up later when the city sets up improved public and private transportation facilities, including parking facilities.

There are few wealthier audiences than The ROTARIAN...

And if you think we're going to tell you the names of the magazines who have them, you're out of your mind. However, we'll happily fill you with facts about the loaded Rotarian readers.

They have an average annual income of $14,429. (Some agencies think that they're buying a class audience where the average annual reader income is around $10,000. Naive, aren't they?)

90% of The Rotarian readers play an active part in company buying. (Is an idea beginning to form in the back of your mind? Like including The Rotarian in next year's schedule for that important industrial account?)

84% are homeowners, constantly buying, buying, buying. (And these are the men who have the money to keep everlastingly at it.)

82% are active travelers—more than 12 trips a year. (Bet your travel accounts would like to know about that!)

And now comes the clincher. The Rotarian delivers this wealthy, influential audience of 357,390 subscribers to you for the low, low cost of $3.69 a thousand.

We'll be happy to send you a complete study of The Rotarian Reader, done for us by Market Facts, Inc.

Send for the study of Revista Rotaria, too. It's the Latin American counterpart to The Rotarian Magazine, with a circulation of 43,462.

The Rotarian
1600 Ridge Avenue, Evanston, Illinois
Revista Rotaria

THE LEADER IN **NEW PASSENGER CAR** ADVERTISING...BECAUSE

The Chicagoans with more money to spend...spend more time with the

CHICAGO DAILY NEWS

The Chicago Daily News has carried more new passenger car linage than any other Chicago daily newspaper during each of the last fourteen years. Part of the reason: Daily News families buy new cars...their median income is $1070 a year higher than Metropolitan Chicago as a whole. The rest of the reason: Daily News families are receptive...93% of them read the paper at home and spend at least 35% more time with the Daily News than readers of the other Chicago dailies.

24 Advertisers Get Cleveland Ad Club Awards for Ads That Brought Results

CLEVELAND, Nov. 18—Sponsors of "workhorse" advertising were commended publicly today when the Cleveland Advertising Club bestowed 24 honor plaques to wind up its 11th annual advertising performance awards program.

Their campaigns plowed more ground per dollar spent, according to the judges, and planted a bigger marketing harvest than the other 87 entries. The judging was on advertising prepared in Cleveland in 1958.

Management representatives of the winning companies received their awards at a civic luncheon. Certificates are being delivered by mail to the 90 ad managers, account executives and other agency men and women who worked on top-ranked campaigns.

Dr. Jacob O. Kamm, president of Cleveland Quarries Co. and a writer on business and economics, was chairman at the judging session, which took eight hours.

"We felt that, although the general quality of the entries was up to usual standards, the performance results had been adversely affected by the 1958 recession," said Dr. Kamm, announcing the selections.

Other judges were Robin Douglas, advertising manager, General American Transportation Co., Chicago; E. Harry Woodley, advertising manager, Northern Electric Co., Montreal; Dr. W. Arthur Cullman of Ohio State University; John B. Hunter Jr., associate manager of copy, Procter & Gamble Co., Cincinnati, and David W. Ribbott, director of advertising and public relations, New England Mutual Insurance Co., Boston.

Kirk C. Tuttle, vp and Cleveland manager of Fuller & Smith & Ross, was general chairman for the project.

Here are the winning advertisers and agencies, and highlights of the campaigns:

Bares Co., Cleveland, advertising its Char-Base, a mineral material to go under charcoal grill fires for insulation. **Clifford A. Koenig Inc.**

Objectives: To introduce the product, spread its name, and design a package to stimulate impulse buying; to warm up salesmen and give them appealing product information.

Program: News releases to trade publications, newspapers, consumer home-magazines. Mailings to sales representatives and store managers. Tv spots on customer-company shows. Tie-in with Big Boy grill. Cooking demonstrations, window banners.

Results: "Startling," in view of the cost—$1,000. Within a year, 80% of Cleveland's drug and grocery stores were selling Char-Base. Also, Safeway Stores and four other chains increased their combined Char-Base sales by 347%.

Brush Instruments, Division of Clevite Corp., direct writing recording systems. **Duffy, McClure & Wilder.**

Objectives: To show its newly designed electronic instruments and establish identity, after the company had changed its name. To develop inquiries about specific instruments, especially about those made for military purposes. To locate potential buyers, often unknown to Brush salesmen because of the military maze.

Program: A total of 72 single and two-page ads in Electronics, Electronic Industries, Electrical Manufacturing, Electrical Design News, Control Engineering, Automatic Control, Space Aeronautics, Missiles & Rockets, Industrial Laboratories; four letters to 12,000 prospects; two letters to engineers who were influential in purchasing aircraft and missile instruments.

Results: One instrument's sales climbed to 254 compared to 14 the previous year, a volume increase of $864,000. A new instrument, also backed by advertising, reached a $300,000 volume on 227 sales. More than 3,300 product inquiries came in as a result of space advertising.

Carling Brewing Co., Carling Black Label beer. **Lang, Fisher & Stashower.**

Objectives: To move the product into network television with minimum financial risk by extensive pre-selling of tv performance, aimed at increasing retail outlets, the variety of packages offered by retailers, and eventually increasing consumer purchases.

Program: Two-hour CBS 159-station telecast of the "Wonderful Town" spectacular; color page in Life, Nov. 20, 1958; distributor meetings; material for distributors, driver salesmen and point of sale.

Results: Some 4,700 new retail accounts were licensed; 7,200 old accounts added one or more packages not previously carried; November sales advanced nearly 25% beyond the previous year; December sales, 16%. Carling moved from sixth to fifth among nation's brewers.

Citizens Federal Savings & Loan Assn., Cleveland, savings accounts. **Meermans Inc.**

Objectives: To attract new accounts in January, usually a month of heavy withdrawals; to induce old customers to add to their savings, since January is also a time when people receive dividends and year-end bonuses.

Program: Three Cleveland dailies, the weekly Catholic Universe Bulletin and the Berea News, a suburban weekly. Fifty-four insertions—either 20-column inches or 10. Window displays of the premiums, a pen set and casserole, offered on each $150 or more deposited to open a new account or increase an old one.

Results: 802 accounts totaling $480,000 were opened; 1,937 old customers added $644,000 to their accounts.

Cleveland-Sandusky Brewing Co., Old Timer's ale. **Wyse Advertising Agency.**

Objectives: To create a quality image for Old Timer's by uplifting its stature and prestige, and thus increase sales in the Cleveland market.

Program: Fifty one-minute announcements a week on Radio Station WDOK, on a tf basis, that started April 21. Ten one-half page ads opposite radio-tv page in the Cleveland Press.

Results: Sales, which had been slipping by a few percentage points a month, rose "rapidly" in 1959—by 15% for bottled ale, 30% for cans—in spite of a 22% decline among other Cleveland brewers.

Cockshutt Farm Equipment Ltd., Brantford, Ont., tractors. **Griswold-Eshleman Co.**

Objectives: To introduce and promote a newly designed line of Cockshutt tractors, the first change in the line in eight years; to lift the morale of the entire company and its dealers and salesman after their spirits had sagged when the farm equipment sales of all companies fell off after lush post-war years.

Program: The campaign's "frame of reference" was built around the 200 Cockshutt dealers who were accounting for 75% of the sales. When it was possible and practical, advertising was concentrated in their areas. Teasers and then spreads, some in color, ran in Le Bulletin Des Agriculteurs, Country Guide, Family Herald, Free Press Weekly Farmer, Farmer's Advocate, Farm & Ranch Review, La Ferme and Western Producer. Half-hour television shows introduced the new line on 19 Canadian stations, followed by 26 minute-long spots, during the peak tractor-buying season. Thirty radio spots were purchased on 11 stations.

Results: Demand exceeded production. Sales for three months ending Jan. 31 leaped 20% over the corresponding period the previous year. The company expects the increase to hold at 18% for the fiscal year.

Cover Board Inc., Bellevue, O., a covering attachment for a plow. **Brad Wright Smith Advertising.**

Objectives: To maintain or increase the spectacular sales gains of 1957 in the face of new competition; to help distributors sell in volume in order to withstand pressure from competitors; to open up new territories and win the "wholehearted participation" of one of the nation's largest farm equipment distributors. Seventy-five ads spread through American Agriculturist, Farm Equipment Retailing, Farm Implement News, Farm & Power Equipment, Hardware & Farm Equipment, Implement & Tractor, Michigan Farmer, Missouri Ruralist, New England Homestead, Ohio Farmer, Pennsylvania Farmer, Prairie Farmer, Wallace's Farmer, Wisconsin Agriculturist and Wisconsin Implement Dealer. About 50,000 brochures were made available to dealers and distributors. There were point of sale materials, 50,000 envelope stuffers, 10,000 charts for dealers' walls, 100,000 catalog sheet pads and 50,000 flip booklets put in boxes of Cover Boards.

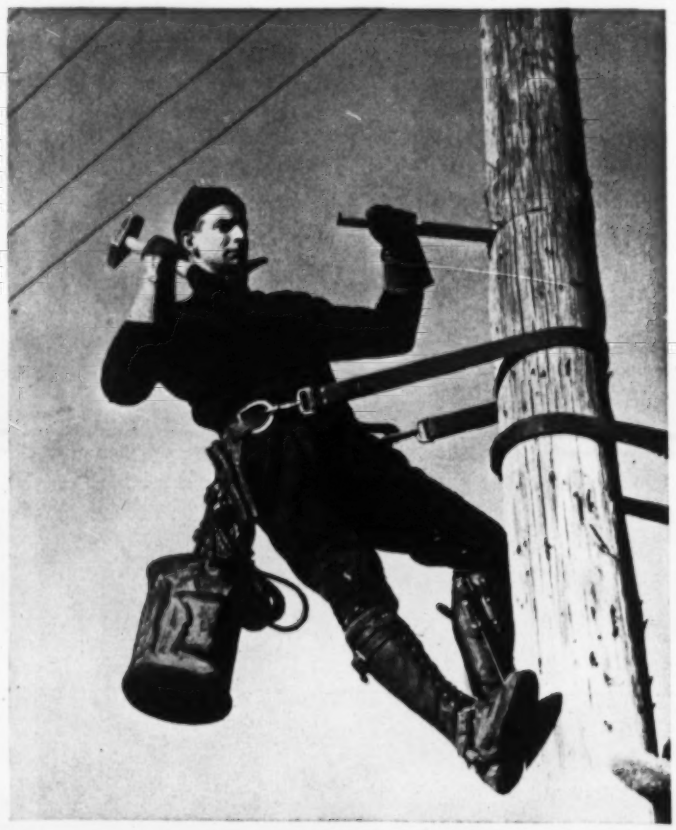
Results: The sales went 17% over those of 1958. Over 2,000 dealers participated in the dealer listing program. Lindsay Bros. Inc., a large aggressive midwestern distributor, took the Cover Board line. In Illinois, near a strong competitor, sales went up 45%.

Diamond Alkali Co., industrial chemicals. **Fuller & Smith & Ross.**

Objectives: To inform leaders in business and finance of the nature and scope of the primary chemicals produced by Diamond; to enlist the good will and patronage of its customers in such industries as leather, glass and rayon; to promote the sales generally of products employing these materials.

Program: Six insertions in both Newsweek and Time in 1958 and six again in 1959.

Results: Diamond's sales are now "at their highest peak" in the company's history; Diamond' salesmen report that as a result of this advertising their reception by customers "is warm and friendly," and "almost all customers" say that the advertising has prejudiced them—in favor of Diamond, that it helps them with their customers. Executives of customer companies have instructed their purchas-



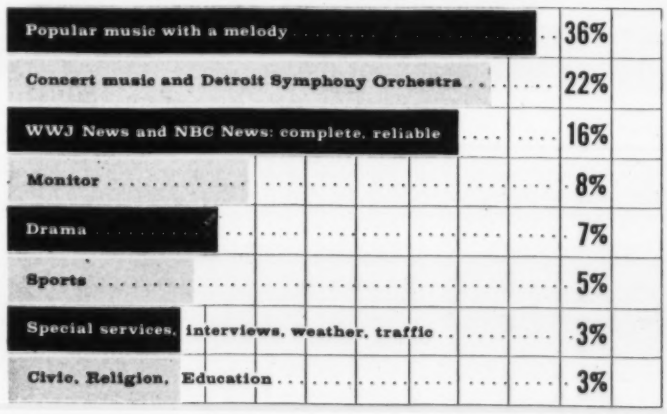
Not nerve—
just confidence—

—confidence in the dependability of equipment; confidence that has been earned through consistently trustworthy performance. Not a lot different from faith in people, is it?—a fact probably back of a statement recently made by a well known advertising executive, "Our suppliers have earned their place on our team. They're not only skilled craftsmen, but through creative help and understanding cooperation have contributed immeasurably to the success of our overall effort." This must be why so many of his kind of executives are increasingly becoming ROGERS clients.

ROGERS
engraving company
2001 calumet avenue • chicago 16

master-craftsmen of photo-engraving

total
RADIO


Popular music with a melody 36%
Concert music and Detroit Symphony Orchestra 22%
WWJ News and NBC News: complete, reliable 16%
Monitor 8%
Drama 7%
Sports 5%
Special services, interviews, weather, traffic 3%
Civic, Religion, Education 3%

At WWJ,
it all adds up to 100%:
TOTAL RADIO
for the
TOTAL POPULATION

WWJ AM and FM RADIO
Detroit's Basic Radio Station
NBC Affiliate

NATIONAL REPRESENTATIVES: PETERS, GRIFFIN, WOODWARD, INC.
OWNED AND OPERATED BY THE DETROIT NEWS

ing departments to give special consideration to Diamond chemicals, wherever suitable, because of the support Diamond is giving their industry through its advertising.

Elyria Telephone Co., Elyria, O., rate case campaign. **Anson F. Hardman**, agency.

Objectives: To forestall organized opposition to the company's application for higher rates by telling the public of the economic facts of life of telephone costs and service, "in a simple understandable manner"; to win acceptance of the higher schedule when it is approved by the utilities commission.

Program: A series of newspaper ads appeared before the rate request was filed and while it was being considered by the Ohio officials. The company's officers told the story to employes, community officials and civic leaders, using flip charts for illustration. The Elyria Chronicle-Telegram and the Lorain Journal were the papers used.

Results: There was no organized objection, no protesting letters to the editor, and "only a handful" of customers cut down on their telephone service when the higher rates went into effect.

General Electric Co., promoting group relamping, a lamp replacement plan. **Batten, Barton, Durstine & Osborn.**

Objectives: To create an interest in and sell the idea, which is "an efficient, economic but somewhat complicated plan" for replacing lamps; to visually dramatize a complex subject; to stimulate inquiries about it, and to sell more fluorescent lamps on a contract plan.

Program: One-page b&w ads in these magazines—Business Week, Nation's Business, Newsweek and U. S. News & World Report, and in nine industrial publications—Electrified Industry, Factory Management & Maintenance, General Electric Review, Illuminating Engineering, Mill & Factory, Plant Engineering, Purchasing, Purchasing News and Purchasing Week, and also in Today's Business.

Results: Sales districts reported greater response "than ever before"; readership studies on playbacks—regarding the ads lampooning the lamp replacement problem—were "the highest ever achieved" on a GE group relamping campaign; inquiries were at an alltime high; contracts for replacing lamps increased 30% over any previous period. Sales of the fluorescents increased "substantially."

General Electric Co., small automotive lamps. **Batten, Barton, Durstine & Osborn.**

Objectives: To encourage the sale of auto lamps and link it to a seasonal promotion aid; to sell 25,000 units of the merchandising aid—a special mirror for checking the rear auto lights—by including one of the devices in each case of headlamps in the spring and early summer of 1959.

Program: Twenty-eight insertions spread among Automotive News, Automotive Retailer, Gasoline Retailer, Jobber Topics, Motor, Motor Age, Motor Service, Service Station Management, Southern Automotive Journal, Super Service Station and Tire & TBA Review.

Results: More than 80,000 of the merchandising aids—the "Tellerscope"—were ordered by dealers, 300% over quota, in less than 90 days. District warehouses and the factory inventory were sold out. The advertisement was "Readexed" in Jobber Topics in April and May, and received honor ratings both times.

General Fireproofing Co., Youngstown, office furniture and accessories. **Griswold-Eshleman Co.**

Objectives: The company was offering, for the first time, a completely new line of high style customized furniture to top business executives. It wanted to reach this audience with such impact that doors normally closed to office furniture salesmen would now open. It also wanted to stimulate its salesmen to see the top executives even though they were calling regularly on purchasing and office management people in the same company.

Program: Fifty-six pages of b&w and color in 14 magazines—American Business, Architectural Forum, Business Week, Dun's Review & Modern Industry, Forbes, Fortune, Interiors, National Stationer, Office, Office Appliances, Office Executive, Office Management, Time and U. S. News & World Report. Two mailings were made to the officers of the 500 largest industrial corporations and the 50 largest banks, merchandising, transportation, life insurance and utility companies in the U. S.

Results: A sale of nearly $1,000,000 worth of Italic Styling furniture and accessories in seven months. Many dealers spent $50,000 or more to remodel their showrooms, and some moved to larger quarters so they would have more display room. Dealer relations were improved and over-all sales efforts became more vigorous.

Harris-Seybold Co., a division of Harris-Intertype Corp., offset presses. **Fuller & Smith & Ross.**

Objectives: To introduce a new small press; to promote and protect the sales volume of three other Harris presses about the same size.

Program: Color spreads were used in 10 publications—Canadian Printer, Graphic Arts Monthly, Inland Printer, Modern Lithographer, National Lithographer, New England Printer & Lithographer, Printing Magazine, Printing News & Publisher, Southern Printer & Lithographer and Western Printer & Lithographer. Some 6,000,000 mailings were made to more than 14,000 prospects and customers on the Harris-Seybold small press list. The mailings, a week apart, promoted the company's complete line of small presses rather than concentrating on the new model. To achieve interest the pieces were mailed from a number of towns and the copy referred to the postmarks.

Results: During the year, Harris got 5% more of the market on one model than in 1957, 17% more on another model and showed an over-all improvement of 4½%.

Home Builders Assn. of Cleveland, promoting National Home Week. **Howard Marks Advertising.**

Objectives: To make people so much aware of the Home Builders' fall sales campaign that buyers and non-buyers would turn out to see the advancements in construction, decorations and floor planning; to sell $1,000,000 worth of new homes.

Program: Some 650 radio spots, 450 of them a minute long, 200 lasting 10 seconds. The radio promotion was backed by indoor and outdoor signs at model homes.

Results: Sales totaled $2,000,000—twice the goal. Builders said traffic increased up to 300% during National Home Week. A prize drawing attracted 60,000 entries.

International Molded Plastics Inc., dinnerware. **Lang, Fisher & Stashower.**

Objectives: To stimulate Christmas buying and stem the 1958 downtrend in consumer purchases of a higher priced line of Brookpark dinnerware.

Program: Two half pages in Life in

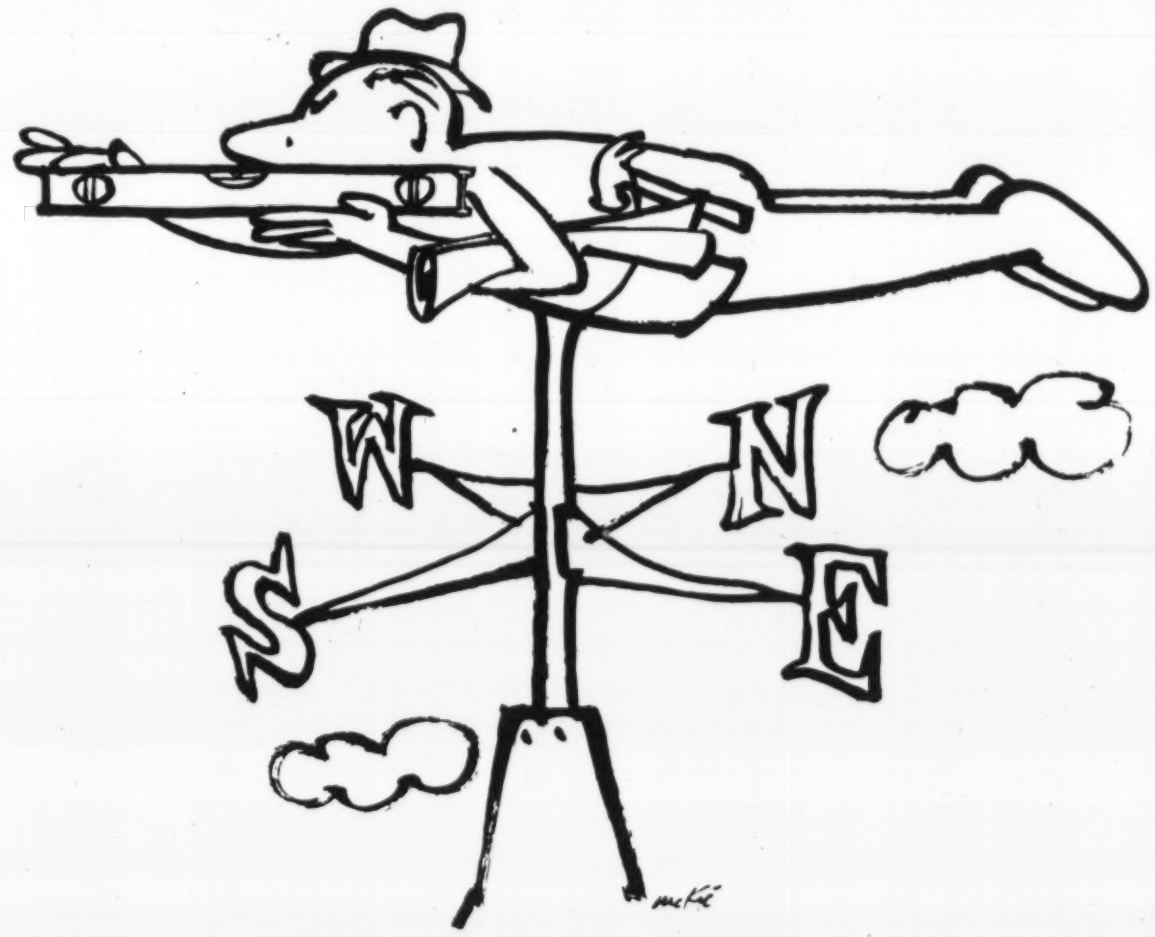
JUST ASK FOR MARIE . . .
Call WAbash 2-8655!

Let Marie handle your complete mailings — including addressographing, addressing, multigraphing, fill-in on multigraphed letters and planographing.

Marie keeps your Mailing List up-to-date too and frees you from all the detail work.

Direct Mail has been our business for 30 years. We pick up your rush copy, give quick service, do accurate work and guarantee prompt delivery.

The Letter Shop Inc.
431 S. Dearborn St. • Chicago 5, Illinois



It's easy to get lost...

This is especially true in the building industry. If you lose one of your four "directors," you just can't tell which way the wind is blowing.

Like the trusty weather vane, you have to direct your advertising four ways at the same time. The architect is one direction, the engineer another. The contractor is the third.

Who's missing? You'll get your bearing when you've got the building client.

All buildings start with the client. Since he, in essence, is "buying" a building which his company or organization needs, he is directly involved in its financing, design, construction—or expansion and modernization.

As the building market continues to grow, so, too, will the number of building clients grow. And Architectural FORUM is the only magazine that has clients. In fact, FORUM is the only magazine whose growth keeps pace with the building industry itself.

*Source: The new FORUM Census, "Portrait of the Building Client." Write for a copy. Architectural FORUM, 9 Rockefeller Plaza, New York 20, New York.

With the biggest circulation in the field — 60,000 — FORUM alone is edited for and read by the kind of building customers you must reach and influence. Just how important are they in building decisions? Here's one indication:

Of FORUM's 21,000 client subscribers — 89% are concerned with building matters within their companies and 73% of them personally recommend or approve building products their companies buy.*

Fair weather in FORUM because . . .

FORUM

delivers the specifying and buying power of the entire building market

*SWINGLES are swinging jingles that SELL! They're created exclusively for you by the Jingle Mill to move your product or win loyalty for your station.

SWINGLES are so good, 800 top advertisers and stations have bought over 10,000 of them, with a 98% re-order record.

Put this record to work for you. Write, wire or call

THE JINGLE MILL
201 W. 49 St., N.Y. 19, N.Y. PLaza 7-5730

October and December; a full page in Living for Young Homemakers in November; half or fractional pages, during the late summer, in Crockery & Glass, Home Furnishings Daily and Housewares Review. Six mailings went out to 600 representatives, jobbers and key dealers. Point of sale materials included tie-in displays, salesmen's lapel buttons, streamers, dealer mats, table tent cards.

Results: Beginning in September, after the Life and Living for Young Homemakers campaign was merchandised, sales swung upward. Off 15% in August, the sales in December went 12% over the highest previous year.

Libbey Owens Ford Glass Co., Toledo, E-Z-Eye safety glass, **Fuller & Smith & Ross.**

Objectives: To increase consumer desire for this tinted glass so they would choose it when offered as an optional extra when buying GM cars. The firm is GM's sole supplier.

Program: One four-color spread and six four-color bleed pages were used in the Saturday Evening Post.

Results: The glass, which had been slipping in popularity, picked up again by the fall of 1958. According to Wards Automotive Reports, the glass was installed on 40% of all new GM cars, after the campaign began, compared to 26% in the preceding months.

Ohio Bell Telephone Co., promoting extension phones in color as Christmas gifts. **McCann-Erickson.**

Objectives: To sell 16,000 extension phones; to sell 18,000 color phones, either as new extensions or as replacement for black ones; to sell 20% of the year's quota during the campaign; to make phone users give an extension phone for Christmas.

Program: Two hundred dailies and weeklies were used in the company's territory. Color page ads ran in five Sunday rotogravure sections. Four-page color leaflets were sent along with customers' bills. More than 2,300 posters were put on company trucks and in the windows and lobbies of commercial buildings. The five Ohio Bell tv programs, in Cleveland, Toledo, Dayton and four other Ohio cities, carried the message. Almost 200 tv spots were sponsored throughout Ohio. More than 600 radio spots were used in four cities outside the tv range.

Results: Over-all campaign goal was exceeded by 60%; sales of color phones, by 36%. The goal for the year was met and passed as the company made 26% of the extension sales during the promotion. It created "enthusiastic acceptance" of extension and color phones for gifts.

Ohio Power Co., Canton, promoting electric clothes dryers in general. **Meldrum & Fewsmith.**

Objectives: To maintain dryer sales so the firm could continue the load schedule it had planned for its power lines when it counted on the number of dryers to increase.

Program: Thirty-one dailies and 60 weeklies were used. One-minute announcements were made daily five days a week on 19 radio stations. Plus tv spots on the same schedule, in Lima and Zanesville, O., and Wheeling, W. Va. Approximately 450,000 billcard imprints were mailed. Dealers received mats for tie-in advertising and point of sale materials.

Results: Dryer sales in Ohio Power's area edged up 1% over 1957, compared to a 5% drop in the nation. During the campaign, sales went 51% higher than in a corresponding period the previous year.

Second Federal Savings & Loan Assn., saving accounts for new babies. **Carpenter Advertising Agency.**

Objectives: To create new savings accounts by reaching untapped sources rather than wooing customers from other companies through premium offers or "other artificial inducements."

Program: Newspaper space in Cleveland's three dailies. Direct mail to new parents.

Results: In the first month, 56 new accounts were opened by parents, and 18 by other relatives, of the new babies.

Switzer Brothers Inc., fluorescent silk screen ink. **McCann-Erickson.**

Objectives: To inform silk-screen users of the differences in Day-Glo colors and how they help to overcome production problems; to give trade support by telling the users where they could purchase Day-Glo.

Program: It consisted in trade publication advertising, direct mail, exhibits at trade shows and pamphlets that were handed out at trade conventions.

Timken Roller Bearing Co., Canton, O., tapered bearings. **Batten, Barton, Durstine & Osborn.**

Objectives: To overcome a long-standing resistance of railroads against using roller bearings for freight car axles; to overcome it by using testimonial copy along with pictures of leading railroad presidents to show the idea has been gaining acceptance.

Program: Back covers were bought on Railway Age 20 times, on Railway Locomotives & Cars 12 times, all of them two-color ads. B&w and color pages ran in Modern Railroads, Railway Purchases & Stores, and Trains.

Results: The campaign helped assure railroad management that roller bearings are a sound investment and it helped open doors for Timken salesmen. Since 1958, when the campaign began, 18 additional railroads and other car owners have begun using the bearings. In this time, 27,000 Timken bearing-equipped cars have been ordered, a number equal to all previous years combined. There are now 87 railroads and other car owners operating 50,000 "Roller Freight" cars compared to about 5,000 nine years ago. Timken is getting about 70% of this business.

Viking Air Products, furnace humidifiers. **Carr Liggett Advertising.**

Objectives: To increase demand by telling home owners why they needed properly humidified air in the home, and where they can get a Viking humidifier: to persuade dealers to promise to participate in the campaign; to get them to participate enthusiastically and effectively.

Program: Consumer ads appeared in the American Home—a half-page in four different issues—and 30 column inches ran from three to six times in 42 metropolitan dailies. There were four insertions in trade publications—American Artisan, Heating & Air Conditioning Contractor, New England Equipment Dealer and also Snips.

Results: Because of the comparatively low prices on the Viking items, dealers could not be expected to put forth much personal selling effort. But they supported the campaign with some gusto; they could order simply by answering the phone. They said consumer response was "startling." Even when 25 or more dealers were listed in an ad, there was an average of 10 phone responses per dealer. In previous years, the average dealer sold six Viking humidifiers a season. This time, 580 dealers signed up for the campaign, compared to a previous high of 320.

Weber Dental Mfg. Co., Canton, O., air turbine handpiece. **Brad Wright Smith Advertising.**

Objectives: To interest 90,000 dentists in buying a new high speed drill, "with far less vibration than the conventional type," and to emphasize that the handpiece head was just as small as those of competitors; to impress dentists with the Weber design and the workmanship on the entire Weber line of dental equipment; to build Weber's prestige in a field dominated by two older, full-line companies; to make dealers more loyal by giving them a dramatically promoted

SHOOK UP—*A frustrated bloodhound adds touch of humor to copy in this ad for Trig, man's deodorant, made by Bristol-Myers. Batten, Barton, Durstine & Osborn is placing the b&w ad November through January, in Newsweek, The Saturday Evening Post, Sports Illustrated, Time and True.*

A NEW MORNING NEWSPAPER in Columbus, Ohio

The Citizen-Journal has replaced the Ohio State Journal and the Columbus Citizen in Columbus and central Ohio. This new morning newspaper is a Scripps-Howard publication, but all advertising sales and other business affairs will be handled by the Dispatch Printing Company.

General advertising rates for the new Citizen-Journal are as follows: 32c for the Citizen-Journal alone, or 73c on the optional combination with the Columbus Evening Dispatch, and 83c on the optional combination with the Sunday Dispatch.

Contact your O'Mara & Ormsbee man, or write or call Ralph G. Hemming, manager, general advertising, 34 S. 3rd St., Columbus 16, Ohio. Represented nationally by: O'Mara & Ormsbee, Inc., New York, Chicago, Detroit, San Francisco, Los Angeles.

Columbus Citizen-Journal

I fancied we sold all our Maidenform Bras... and we did, on WTCN-TV

Leo Rosenthal is a worried man. As Maidenform's Minneapolis District Sales Manager, he worries when stores sell out completely, as they did when this year's "Star Flower" bra was introduced exclusively on WTCN-TV.

"Even though Maidenform's television campaign is only half way through our current fall season," says Rosenthal, "our big problem has been to keep the stores in stock.

"Your introductory letters announcing the campaign and those wonderful follow-up letters telling about the sales contest you set up, all helped in making the introduction of "Star Flower" in the Twin Cities area an outstanding success."

That's why Leo Rosenthal is a worried man today. Not only did "Star Flower" sell out completely, but sales of all Maidenform products are up substantially in the important Twin Cities market. What's he going to tell all those women if the stores continue to run out of stock?

You should have such problems yourself. Call your Katz man for availabilities on WTCN-TV, Twin Cities.

WTCN-TV AND RADIO

ABC STATIONS FOR MINNEAPOLIS-ST. PAUL

Represented Nationally by the KATZ Agency

sales presentations

murryhill 3-8215

rapid art service, inc.

art studio • typesetting and letterpress • displays
silk screen printing • box easels and binders • exhibits
304 E. 45TH STREET, NEW YORK 17, N.Y.

Terry Hilliard Hall Hunter

Hawkins Shahan Kendrick Bishop

HAPPY—*The rarefied air in Denver helped heighten the social hours at the regional meeting of the National Assn. of Broadcasters. Present were Hugh B. Terry and Lew Hunter, KLZ, Denver; Les Hilliard, KOLT, Scotts Bluff, Neb.; Milt Hall, KWBB, Wichita; and, from New Mexico: Lloyd Hawkins, KRTN, Raton; I. E. Shahan, KNDE, Aztec; C.O. (Ken) Kendrick, and Ned Bishop, KENN, Farmington.*

product with which to battle against competitor dealers.

Program: Fifty-one insertions, from two-third pages to a spread, were sponsored throughout 11 professional magazines—Dental Assistant, Dental Survey, Dental World, Journal of Dental Education, The Odontos, Ohio State Dental Journal, Oral Health, Oral Hygiene (both the U. S. and Latin American editions), Proofs and the Texas Dental Journal. Approximately 65,000 folders of either four or six pages were mailed to dental students, dealers and selected dentists.

Results: Weber sales increased 400% over those of 1957. "Oldtime dealers who never had wanted the Weber line, now eagerly sought it." Sales of Weber x-rays, chairs and units rose 35% over the 1956 volume. In that economic slipback in 1958, the Weber plant was working two shifts a day, six days a week, when other Canton firms were laying off employes.

Durkee Famous Foods, a Glidden Co. division, Cleveland. **Meldrum & Fewsmith.**

Objectives: To determine the most effective medium for selling Durkee's instant minced onions.

Results: Television came out on top, with the result that Durkee went into network tv, using the Jack Paar and Dave Garroway programs on NBC, four programs on ABC, including the Gail Storm show and Bob Cummings. Nothing else is available on this campaign because the company withdrew its entry as soon as the judging was completed in order to keep details a secret.

Donnelley Boosts Mitchell

Hamilton B. Mitchell, vp of Reuben H. Donnelley Corp.'s direct mail division, Mount Vernon, N.Y., has been promoted to vp and general manager of the company's direct mail and merchandising division. He will move to the company's Chicago headquarters about Dec. 1.

Nalco Promotes Johnson

Herbert S. Johnson Jr. has been named vp of marketing of Nalco Chemical Co., Chicago. Mr. Johnson, who formerly was manager of the industrial division, is succeeded by Leonard R. Robinson Jr.

Nielsen Elects Justin Power

Justin Power, managing director of A. C. Nielsen Co.'s subsidiary in West Germany, and director of Nielsen's European Continental and Australasian operations, has been elected a member of the board of directors of the parent company, headquartered in Chicago. Mr. Power joined Nielsen's client service group at Oxford, England, in 1941.

'Good Housekeeping' Names 3

James E. Hoey Jr., formerly with McGraw-Hill Book Co., and Thomas P. Farrell, formerly with *Coupon*, have joined the advertising sales staff of *Good Housekeeping*. *Good Housekeeping* also has transferred J. Potter (Pete) Smart from the Cleveland sales staff to New York.

There is only one genuine Day-Glo! Day-Glo is the registered trademark of Switzer Bros., Inc. Cleveland 3, Ohio, for daylight fluorescent products.

PUBLISHING CENTER

Monmouth County, N. J.
Located on state highway 40 miles from New York City

A publisher who wants to get away from the crowded area has acquired 50 acres for the creation of a publishing center —offices, engraving plant and printing plant.

Inquiries are invited

from other publishers who want to enjoy the many advantages of living and working in one of the finest communities in the East, near the $80 million Bell Laboratories now under construction. Write to Box 821, Advertising Age, 630 Third Avenue, New York 17.

we're bustin'
with pride..!
Because of our amazing growth! The
RIVERSIDE area is an important half of the
4th largest market in California. It's a BILLION
DOLLAR market—only 60 miles from metropolitan Los
Angeles, yet less than ½ of 1% of Los Angeles newspaper
circulation reaches this area. Here is a rich vein to be
tapped. Growing by leaps and bounds, the Riverside-
San Bernardino-Ontario area is the 6th largest
market on the Pacific Coast and the 27th in the
country. Only the paper that grew up
with Riverside completely covers this
important half of California's 4th
largest market.
THE RIVERSIDE PRESS AND ENTERPRISE
represented nationally by doyle & hawley

Ira Murray Joins Stevens

Ira J. Murray has joined Stevens Inc., Grand Rapids, as an account executive. Mr. Murray was co-owner of Jepson-Murray Advertising, Lansing, prior to disposing of his interest last spring. He has served as public relations and advertising consultant for Continuing Education Service, an arm of Michigan State University.

Murrell, Fontenot Promoted

Ken Murrell, who has been with the ad department of the *News*, Port Arthur, Tex., for the past six years, has been appointed retail ad manager. Horace Fontenot Jr., who has been with the ad department since 1952, has been named national ad manager.

IF YOU DO BUSINESS IN THE QUAD-CITIES
ROCK ISLAND • MOLINE • EAST MOLINE, ILL. • DAVENPORT, IA.

YOU NEED THIS NEW DATA

16 PAGES OF NEW INFORMATION ABOUT THE BIG QUAD-CITY MARKET

WRITE FOR YOUR COPY

Ask Allen-Klapp or write to Harold E. Swanson, General Advertising Director, ARGUS-DISPATCH, Rock Island, Moline, Illinois.

MOLINE DAILY DISPATCH
THE ROCK ISLAND ARGUS
QUAD - CITIES - - ONE OF THE FIRST 100 MARKETS
THE QUAD CITIES METROPOLITAN COUNTY AREA

THE QUAD-CITIES' LARGEST COMBINED DAILY CIRCULATION

THE MOLINE DISPATCH
THE ROCK ISLAND ARGUS

NATIONAL REPRESENTATIVE — THE ALLEN-KLAPP CO.

Videodex Network TV*

Oct. 1-7, 1959

Copyright by Videodex Inc.

Rank	Program	(%)
1	World Series—Sunday (Gillette, NBC)	34.8
2	Perry Como—Music Hall (Kraft, NBC)	32.4
3	Danny Thomas Show (General Foods, CBS)	30.3
4	Gunsmoke (Liggett & Myers, Sperry-Rand, CBS)	30.1
5	Ford Startime (Ford, NBC)	29.0
6	77 Sunset Strip (Several sponsors, ABC)	28.8
7	Jack Benny (Lever, CBS)	28.4
8	Have Gun, Will Travel (Lever, Whitehall, CBS)	28.0
9	Art Carney (General Motors, NBC)	27.4
10	Alfred Hitchcock Presents (Bristol-Myers, CBS)	27.2

Rank	Program	(000)**
1	World Series—Sunday (Gillette, NBC)	14,900
2	Perry Como—Music Hall (Kraft, NBC)	13,700
3	Danny Thomas Show (General Foods, CBS)	12,800
4	Gunsmoke (Liggett & Myers, Sperry-Rand, CBS)	12,700
5	Ford Startime (Ford, NBC)	11,800
6	77 Sunset Strip (Several sponsors, ABC)	11,600
7	Jack Benny (Lever, CBS)	11,600
8	Have Gun, Will Travel (Lever, Whitehall, CBS)	11,700
9	Art Carney (General Motors, NBC)	11,100
10	Alfred Hitchcock Presents (Bristol-Myers, CBS)	11,300

*Homes viewing in cities where program is telecast.
**Listed in sequence of rating level from first table.

Trendex TV Ratings

Nov. 1-7, 1959

Rank	Program	Rating*
1	Gunsmoke (Liggett & Myers, Sperry-Rand, CBS)	33.3
2	Another Evening with Fred Astaire (Chrysler, NBC)	31.3
3	Danny Thomas (General Foods, CBS)	31.0
4	Jack Benny (Lever, CBS)	28.9
5	Markham (Schlitz Brewing Co., CBS)	28.1
6	Father Knows Best (Scott, Lever, CBS)	27.8
7	Price Is Right (Lever, Speidel, NBC)	27.6
8	Wagon Train (Ford, National Biscuit Co., NBC)	27.5
9	Ford Startime (Ford, NBC)	27.1
10	77 Sunset Strip (Several sponsors, ABC)	26.1

*Ratings are based on the one broadcast during the week of Nov. 1-7, 1959.

Photography by Dick Boyer

PRODUCTION MAN ON THE TOWN

OLD FAITHFUL

At Buckingham on the dot — no halftone hangup for this P.M. He has his own Old Faithful in his engraver. To meet his ebb and flow needs, Superior's 45-man night staff shores up the day staff. It serves to make inflexible practices of dot-by-dot care and on-the-dot delivery. For SUPERIOR SERVICE and SUPERIOR QUALITY call SUperior 7-7070

CALL NIGHT OR DAY

Chicago's Foremost Photoengraving and Offset Platemaking Plant

SUPERIOR ENGRAVING CO. 215 West Superior St. Chicago 10, Ill.

ADVERTISEMENT

Glenda the beautiful secretary

"That office machine salesman's wasting his time in the boss' office. The decisions are made here at the water cooler."

A little exaggerated—after all, the boss has to pay the bills! But a salesman who knows the facts of office life never fails to sell *both* secretary and boss. Be smart—be sure the advertising of your office product reaches an audience of over 145,000 secretarial career women through . . .

TODAY'S SECRETARY *magazine*
330 West 42nd Street, New York 36 • LO 4-3000

John Flanagan, 54, McCann VP, Agency Media Veteran, Dies

NEW YORK, Nov. 17—John J. Flanagan, 54, vp and associate media director of McCann-Erickson, died Nov. 12 at Flower Fifth Avenue Hospital of a heart ailment. He was considered a leading authority on all aspects of consumer advertising media.

Born in New York, he was graduated from Fordham University in 1927. The following year he began his business career with Homann, Tercher & Cornell, in the agency's media department. In 1931 he became media buyer for the Paul Cornell agency and two years later became media director of Geyer, Cornell & Newell. He had been with McCann-Erickson since 1936 and was elected a vp in 1952.

Mr. Flanagan had the reputation of being one of the best liked media men in the agency field. He made it a practice to give media salesmen every opportunity to present their cases in detail and is known to have gone out of his way at times to help salesmen strengthen their sales talks with facts that he had personally uncovered.

Mr. Flanagan was a past president of the Media Buyers Assn., a member of the newspaper committee of the American Assn. of Advertising Agencies and a board member of Business Publications Audit.

He was also active for many years in Catholic charities and was a member of the St. Vincent De Paul Society, and a member of the Cardinal's Committee of the Laity.

HOWARD C. PARMELEE

BRADENTON, FLA., Nov. 18—Howard C. Parmelee, 84, former vp and editorial director of McGraw-Hill Publishing Co., New York, died here yesterday. He retired from the McGraw-Hill organization in 1946, after 36 years with the company.

Born in Omaha, Mr. Parmelee received both his bachelor's and master's degrees in chemistry from the University of Nebraska. He taught at the university for two years, then worked as an industrial chemist for three years before joining McGraw-Hill in 1910. He edited *Mining Reporter* until 1916, when he served for a year as president of the Colorado School of Mines. From 1917 to 1928 he was editor of *Chemical & Metallurgical Engineering*, later called *Chemical Engineering*. From 1933 until his retirement he was editor of *Engineering & Mining Journal*. He was honored by the American Institute of Chemical Engineers for his work in the movement to accredit chemical engineering education.

ANNE GASPARD

CHICAGO, Nov. 17—Anne Gaspard, 47, veteran copywriter and former president of the Women's Advertising Club of Chicago, died Nov. 13 in St. Lukes-Presbyterian Hospital after a long illness.

Miss Gaspard had been a copywriter for J. Walter Thompson Co. here since 1948 but had been inactive at the agency for the past two years because of ill health.

Prior to joining JWT, Miss Gaspard had worked in the advertising departments of the *Chicago Tribune* and the *Racine Journal-Times*, and she also had worked for Western Advertising Agency here.

■ Miss Gaspard served as president of the Women's Advertising Club of Chicago in 1957-58, and she also was a member of the Chicago Copywriter's Club. In 1951, she produced "Do You Belong in Advertising?"—believed to be the first vocational guidance film on advertising produced for high schools and colleges. She won an award from the Advertising Federation of America for this film in 1951.

WTRF-TV STORY BOARD

In a sociable corral, a horse, a cow and a donkey were arguing about their contributions to the success of TV.

"I'm the greatest," the horse declared, "without my roles in westerns, TV would have had a cultural lag."

"Rubbish," said the cow, "you're strictly film-packaged, one 'live' camera take and you've shot your wad. I'm TV's sacred cow, I keep performers, technicians and audience alive and healthy; I keep ad execs ulcerless. Without all of them, TV would have fizzled out."

"Nobody contributed as much as I" scoffed the donkey, "if jackasses hadn't been mixed up in programming the big quiz shows, there wouldn't have been any TV in the first place!"

● Here's some real *horse sense* . . . If you want to *milk* the prosperous Wheeling Market, don't hitch your bandwagon to a *donkey*. Actually, the TWO MILLION PEOPLE with their annual income of 2½ BILLION DOLLARS in this 36-county area have made WTRF-TV the success that it is. WTRF-TV delivers buying action. How about your advertising campaigns . . . are they scheduled for this rich and busy Wheeling Market? George P. Hollingbery can arrange it! Merchandising? RCA Videotape equipment? Yessireel

CHANNEL SEVEN ● WHEELING WEST VIRGINIA

THERE'S NEWS IN NASHVILLE C-I-D

FOR COMPLETE INFORMATION
Ask a BRANHAM man—or write:
General Advertising Dept.,
NEWSPAPER PRINTING CORPORATION
1100 Broadway, Nashville 1, Tennessee

A new Incentive Plan for advertisers who seek MAXIMUM NEWSPAPER EFFECTIVENESS

CONTINUITY - IMPACT - DISCOUNT PLAN

(EFFECTIVE JANUARY 1, 1960)

providing discounts up to 13% based on current open rates

An advertiser determines his minimum space and frequency. The greater the linage and frequency commitment, the higher the discount. For space above this minimum, an even higher discount is earned. Daily combination, Sunday ROP and Sunday Magazine may be applied and combined to earn discounts.

Nashville Banner
PLAN $16 MILLION IN HOMES
Evening

THE NASHVILLE TENNESSEAN
MID-STATE GAINS NEW PLANT
Morning ● Sunday

NEWSPAPER PRINTING CORPORATION, Agent
Represented Nationally by THE BRANHAM CO.

covers *the entire State of* **Nebraska*** *daily, better than any Houston paper covers the Houston metropolitan area.*

*A vital, growing market of 1.6 million people with $2.7 billion to spend.

O'MARA & ORMSBEE, INC., National Representatives
New York • Chicago • Detroit • Los Angeles • San Francisco

ABC Audit—Daily: 247,665
Sunday: 260,511

*Based on latest ABC Audit Reports and population figures from 1959 Sales Management Survey of Buying Power.

Omaha World-Herald

Less than 5% duplication of circulation, morning and evening.

PHOTO REVIEW OF THE WEEK

Lewis Graham Goodman Courtney

AWARDS—*Tv personality Virginia Graham receives a special citation from the American Cancer Society, presented by William B. Lewis, president, Kenyon & Eckhardt, and a board member of the society. Julian Goodman, director, news and public affairs, National Broadcasting Co., accepted a special citation made to NBC, and Alan Courtney, NBC vp for nighttime programming, accepted a special citation for Ralph Edwards.*

FISHING FOR A SALE—*Shown above is Chris Christensen, advertising sales promotion manager, KPIX, San Francisco, "selling" an idea to his general manager, Lou Simon. After verbally trying to sell the idea for two weeks, Chris promoted a water ski, swim trunks, etc., then romped unannounced, amid screams of secretaries, into the boss-man's office. Result: No sale, but Mr. Simon is convinced Chris means business when he pushes an idea.*

Tool Lazier Allebaugh Amole

PANEL—*The Advertising Club of Denver recently presented a series of ad programs entitled "What's My Whine." Representatives of agencies, media, suppliers and advertisers appeared to air ideas on how to improve relations with each other. On the first panel were Jean Tool, Tool & Armstrong Advertising; Harry Lazier, Rippey, Henderson, Bucknum & Co.; Frank Allebaugh, Galen E. Broyles Co., and Moderator Gene Amole, KDEN. First program featured agencies; second, media and suppliers.*

Marsh Gurley Duffy Dailey

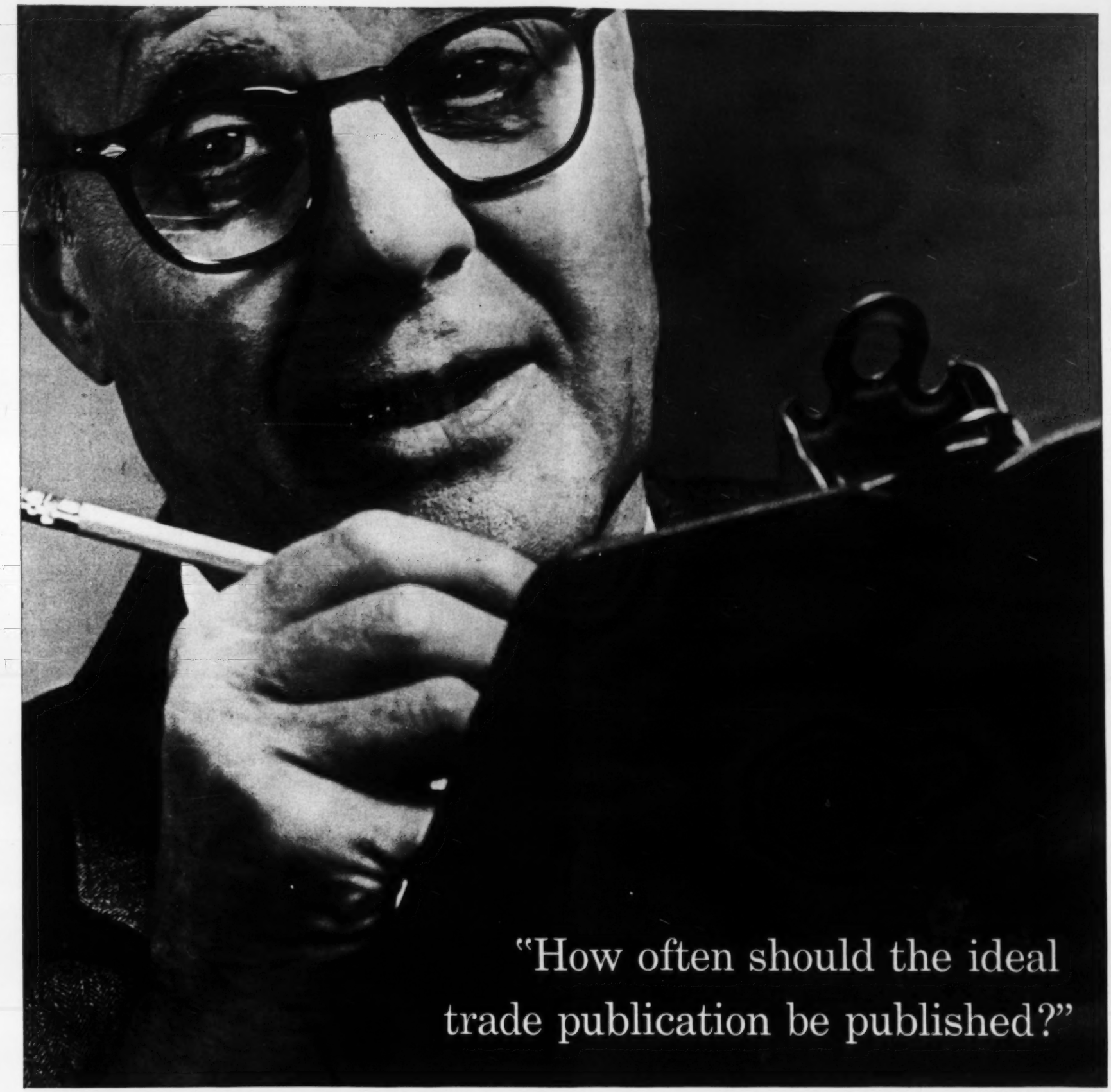
TO THE WINNER—*Four executives of Santa Fe Railways admire the 1959 Golden Freight Car award given them by Modern Railroads for "outstanding work in promoting freight sales." E. S. Marsh, president, holds the golden replica up for inspection by Fred G. Gurley, retired chairman and president; G. E. Duffy, vp-traffic, and E. E. Dailey, general advertising manager* *(story on Page 28).*

Sorensen Lamdin Prechter Kevis Kizer Howe Livingston Morris Murphey Carlin Weltman Batchelder

TRANSIT TALK—*Among those attending the annual sales promotion meeting of the National Assn. of Transportation Advertisers in Chicago were Dane Sorensen, Fielder, Sorensen & Davis, San Francisco; Bud Lamdin, Nation-Wide Bus Advertising, New York; George Prechter, Transportation Advertisers, New Orleans; Dave Kevis, Philadelphia Transit Co.; Thomas Kizer, Los Angeles Transit Co.; Andy Howe, Wm. Wrigley Co., Chicago; Charles Livingston, Fifth Ave. Bus Advertising, New York; Howard Morris, Baltimore Transit Co.; C. H. Murphey, Chicago Car Advertising Co.; Tobin J. Carlin, McCann-Erickson, Chicago; Joseph Wellman, chairman of the National Assn. of Transportation Advertisers, New York, and Joseph Batchelder, O'Ryan & Batchelder, Memphis.*

Fiala Layne Russell Fellows Haverlin Lown Ebel Burden Hill Stalnaker

GET TOGETHER—*Relaxing at the Denver regional meeting of the National Assn. of Broadcasters were A. M. Fiala Jr., Intermountain Network, Denver; C. N. Layne, KID-TV, Idaho Falls, Ida; J. D. Russell, KKTV-KFMH, Colorado Springs; Harold Fellows, NAB president; Carl Haverlin, Broadcast Music Inc.; Bert Lown, CBS-TV, Los Angeles; A. J. Ebel, KOLN-TV, Lincoln, Neb.; Don Burden, Star Stations, Denver; J. D. Hill, KWHK, Hutchinson, Kan., and H. L. Stalnaker, KPHO-TV, Phoenix.*



This was one of a series of probing questions, developed by a team of psychologists, and put to appliance-tv dealers early this summer. It was all part of a Motivation and Image Study conducted by the A. J. Wood Corp. for Home Furnishings Daily. (To insure completely unbiased answers, HFD's sponsorship of this study was not revealed to the dealers . . . or even to the individual interviewers.)

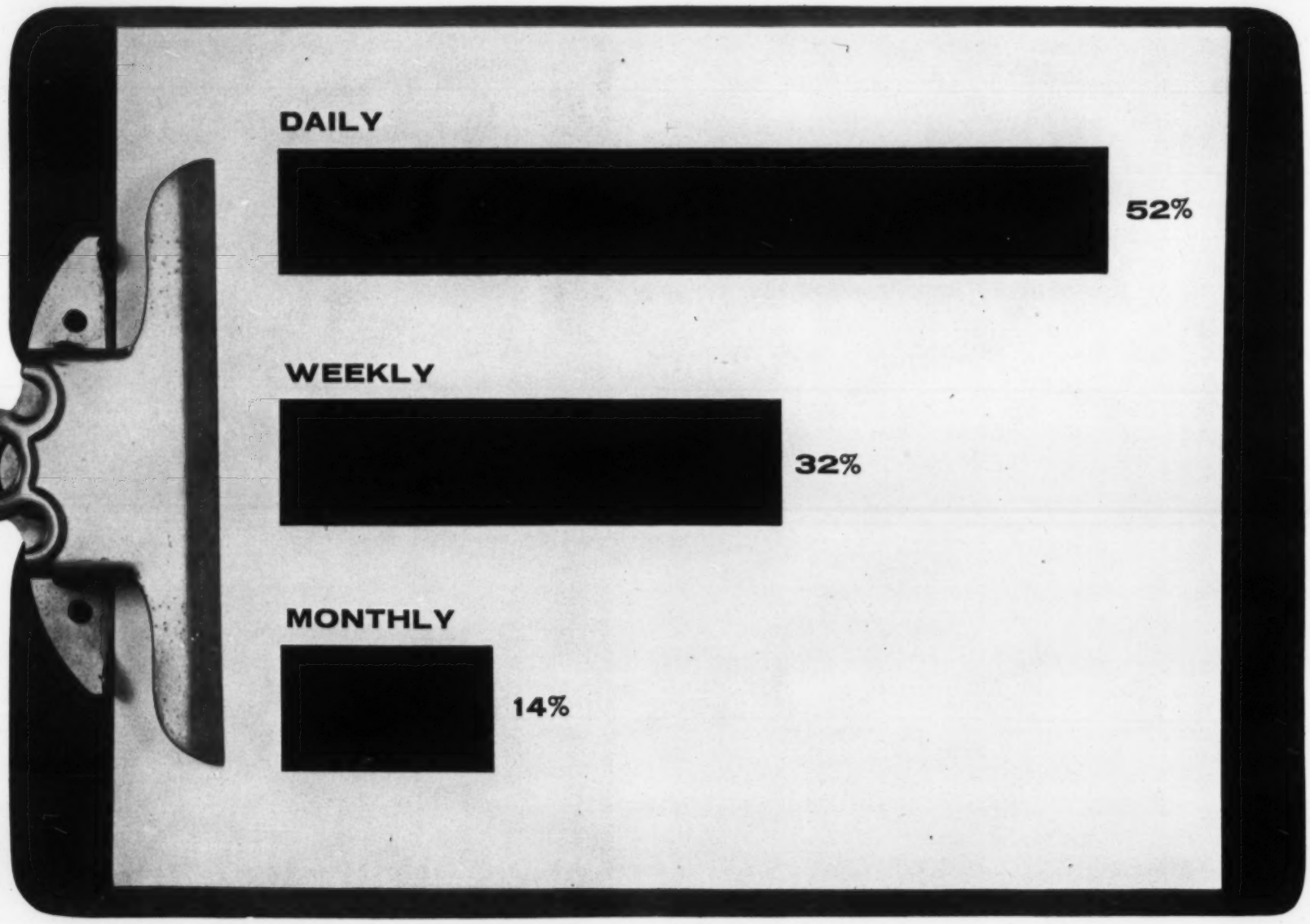
It was obvious that the most meaningful answers would come from the most informed dealers—those who could judge most fairly because they read both a monthly publication and a daily publication. The dealers were selected, therefore, who read both Electrical Merchandising and Home Furnishings Daily, and their answers to this question were tabulated.

to see how these HFD-EM readers answered, turn the page...

Here's how appliance-tv dealers answered the question on the previous page:

A majority of the HFD-EM readers said...

"DAILY!"



The figures are conclusive! More of these dealers voted for "daily" than for "weekly" and "monthly" combined! Note that the vote for "daily" is almost 60% higher than for "weekly" . . . more than triple that of "monthly".

And the reasons are obvious. Only a daily is fast enough to keep pace with industries as vital, as fast-moving, as news-hungry as these! Only a daily can bring these industries news while it's still *news* . . . while there's still time for them to act on it, profit from it. No wonder they consider a daily their ideal!

Home Furnishings Daily

The industry's full-coverage daily newspaper!

A FAIRCHILD PUBLICATION • 7 EAST 12TH STREET, NEW YORK 3, N. Y.

NOTE TO ADVERTISERS AND AD AGENCIES: Your HFD representative will be glad to show you additional findings revealed by the A. J. Wood study; let us give you the whole significant story.

Ben Lewis, 57, Ad Designer, Writer, Photographer, Dies

NEW YORK, Nov. 17—Ben Lewis, 57, an advertising and packaging designer, died Nov. 14 in the Flower & Fifth Avenue Hospital of complications resulting from diabetes.

Born in New York, he started his career as copy boy at J. Walter Thompson Co. and later worked in the agency's art department. After working for several agencies no longer active, Mr. Lewis in the early 1930s opened his own studio as a designer and free lance artist. He won several prizes for package designs that included perfume bottles for Lenel, Dallas; cosmetic packages for Colgate-Palmolive Co., and a trademark for Miller Harness Co. He also designed jewelry, type faces and point of sale displays for various companies, as well as the cylindrical delivery truck body used by Life Savers.

■ Mr. Lewis was also an authority on horsemanship and was the author of "Riding" and "Better Riding," originally published in England. Recently he became interested in photographing American Indians, particularly the Sioux, on their reservations. His photographs of contemporary Sioux life have been exhibited here and in other cities. At his death he was working on a photographic book of contemporary Indian life.

His widow, Mrs. Ruby Weil Lewis, is an editor with Associated Press.

JOSEPH A. MUTRIE

BOSTON, Nov. 18—Joseph A. Mutrie, 53, manager of resort and travel advertising for the *Boston Globe*, died Nov. 16 at Faulkner Hospital after a short illness.

For 16 years he covered the Boston waterfront for the *Globe*, and during that period reported most of the major sea stories, including the sinking of the U.S.S. Squalus, off Portsmouth, N. H., in the late 1930s. Later, he was assistant manager of the maritime department of the Boston Chamber of Commerce. During World War II Mr. Mutrie served as an officer in the Coast Guard in both the Pacific and European theaters. During the European invasion he was chief of public relations for the Coast Guard in London, with the rank of lieutenant commander.

Following the war, he returned to the *Globe* and was named head of the resort and travel department. He was a former grand knight of the James E. Hayes council of the Knights of Columbus, Dorchester.

THEODORA PERELMAN

NEW YORK, Nov. 17—Mrs. Theodora Aronstam Perelman, 50, manager of advertising services of *Look*, died yesterday at St. Luke's hospital of cancer after a long illness. The wife of Dr. Luis Perelman, a psychiatrist, she was born in Detroit, took her B.A. degree in journalism at the University of Michigan, and did graduate work at the University of Wisconsin.

After writing advertising copy for the J. L. Hudson Department Store, in Detroit, she became advertising manager of the John Wanamaker men's stores, in New York and Philadelphia. Later she joined Pettingell & Fenton, New York, as copy chief of the agency.

Since 1947 Mrs. Perelman had been with *Look*, first as merchandising editor, and later as manager of advertising services.

PAUL NOEL DE TILLY

MONTREAL, Nov. 17—Paul Noel de Tilly, 45, treasurer and member of the executive board of Le Petit Journal Inc., died Nov. 7. Mr. Tilly was also associated with *Commercial Revue* and *La Revue Moderne*, both local publications.

Dow Launches Campaign for Saran Fiber Seat Covers

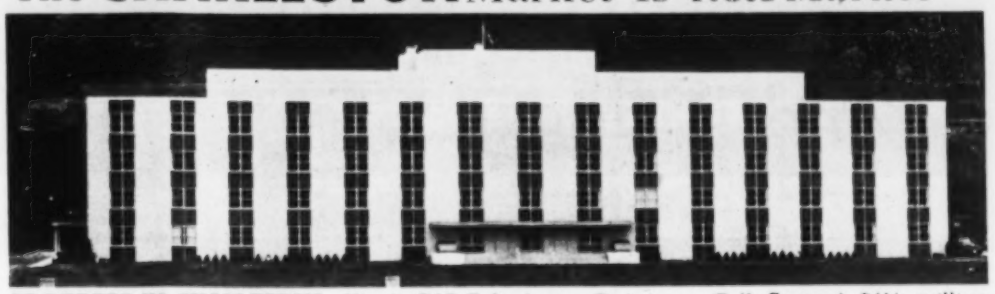
Dow Chemical Co., Midland, Mich., has launched an 11-month incentive plan to promote the use of Saran fibers in seat covers. Aimed at manufacturers, jobbers, wholesale and retail salesmen of automobile seat covers, the "Saran Live Like a Millionaire Seat Cover Campaign" will consist of four separate programs.

Included in the advertising schedule are eight two-color, page insertions in *Automotive Chain Store, Automotive Retailer, Auto Trim News, Automotive News, Modern Tire Dealer, Super Service Station* and *Southern Automotive Journal*.

Wilkinson Opens Art Studio

Charles F. Wilkinson, former art executive with McKee & Albright and Gray & Rogers, has opened Wilkinson Studio of Advertising Art in the Main Line Professional Bldg., Narberth, Pa.

The CHARLESTON Market Is *West Virginia's No. 1 Market*

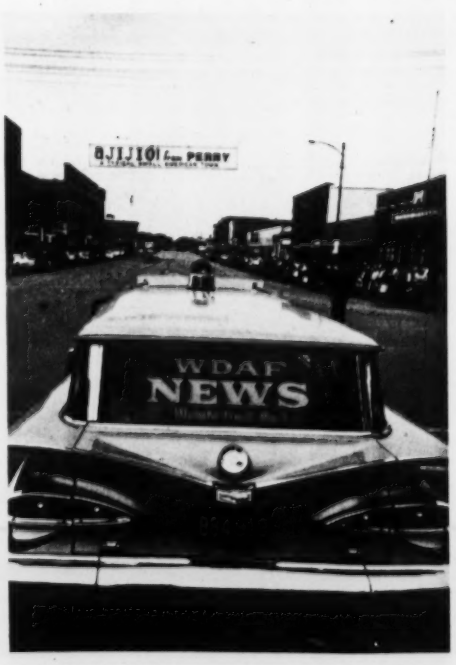


PROGRESS IN CHARLESTON—Here's C&P Telephone Co.'s new (Bell System) $4½ million dollar home. Their 7-story downtown structure with installations (another $3½ million) will become the nation's 67th direct long distance switching center. Said a C&P spokesman: (These investments) "have been made because of a deep and abiding faith in the future of West Virginia."

The Charleston Gazette Charleston Daily Mail Sunday GAZETTE-MAIL

Represented Nationally by JOHNSON, KENT, GAVIN & SINDING, INC.

Bill, Charlie and Tovarish



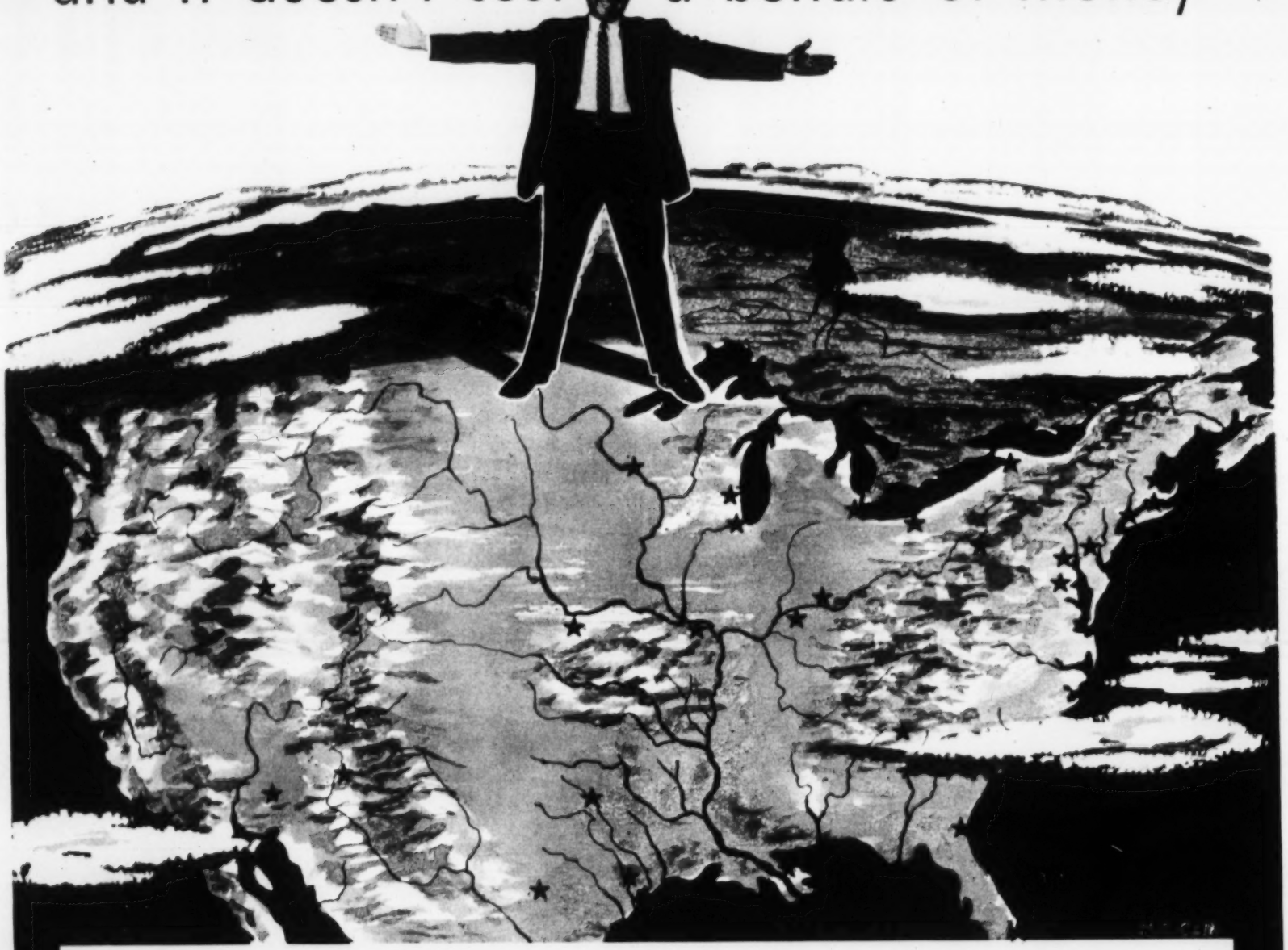
This cozy little scene at Coon Rapids was one of the few times everybody slowed down long enough for a still shot—and guess who got in the picture? At far right is WDAF Assistant News Director Bill Leeds. Center (with glasses and camera) is WDAF News Photographer Charlie Campbell. The older gentleman (left) in the light suit and medals is a prominent mining engineer from abroad. His movements figured big in the news at the time—so Bill and Charlie were getting on-the-spot coverage.

Wherever the news is, WDAF will be there. How else could we have become known as the best news station in the Heartland?

Radio representatives: Henry I. Christal Co., Inc.
TV representatives: Harrington, Righter & Parsons, Inc.

WDAF SIGNAL HILL RADIO & TV
NBC KANSAS CITY, MO.
A SUBSIDIARY OF NATIONAL THEATRES AND TELEVISION, INC.

Here's the big buy in spectaculars and it doesn't cost a bundle of money



A full page in The Milwaukee Journal costs you only $1,800 for 370,000 daily circulation, or only $2,040 for 505,000 copies on Sunday. (Cost per 1,000 is lower than in 1933.)

Multiply this big newspaper page in other big-circulation newspapers across the nation, and you have the most economical, "selling-est" spectacular in the advertising business.

The audience is ready-made and waiting for your product news, in the **only** medium tailor-made **for** product news, the **only** medium which adds the "get-it-now" news impact your advertising needs today.

THE MILWAUKEE JOURNAL

Metropolitan Edition

Monday, September 28, 1959

Covers Wisconsin Like a Magic Carpet

Reaches Over Half Million Top Homes

City Receives Brunt of Weekend Storms

Ike Has a Cold, Hopes for Rest

President Reveals Conditions That His 'Summit' Have Been Met

Premier Gets Hero's Welcome on Arrival in Moscow; Raps Cold War Backers

Feature Section

Advertising Age

Does Nostalgia Sell: Armstrong

C.M. on 'New Advances'

Weiss Discusses Chain Ordering

Cheers for Ad Council Drive

Opinions expressed here are those of the writers, and not necessarily those of Advertising Age. Comments are always welcome.

THE NATIONAL NEWSPAPER OF MARKETING

Tyler Picks Ten for October . . .

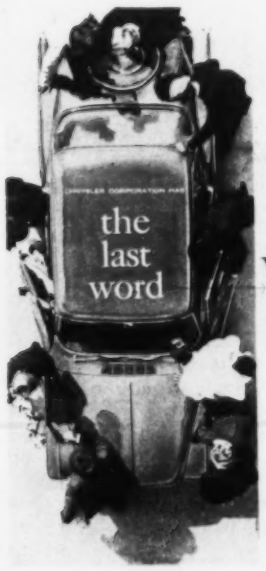
May Be a Good Sign

By William D. Tyler

Maybe I'm wrong, but there seems to me to have been a dearth of good agency ads recently. Not only have there not been many lollapaloozas, there just haven't been many, period. It could be argued that this is a good sign. You could make a case for the theory that agencies are spending less time promoting their own wares and more time promoting their clients'; hence, fewer house ads.

William D. Tyler

Or, you could contend that the best house ad is a successful campaign for the client, and you'd have a lot of takers for that proposition. Then again, there is the school of thought, one popular with agency heads, that the only reason there aren't more good house ads is that the people who should be writing them aren't. And ought to. So much for pretty theories.



Chrysler Valiant

So far the new-car advertising has been disappointing. Not that it has been bad. It's just been unexciting, uncontroversial, and alike. Only one ad struck me as worth mentioning here. This was the advance teaser for Valiant, which reads, "We warn you. You'll be unbearable the day you drive home in your new Valiant. You'll be bragging about . . . how it stretches gas like rubber bands . . . the cavernous trunk space . . . the engine inclined like an $11,000 import . . . Aw, what do you care if they think you're unbearable. It's *your* money you'll be saving." I also liked the introductory ad that went, "Nobody's kid brother, this one stands on its own four tires." Good, because the other two compacts did come out with a "little brother" flavor to them. Hal Bers' group at BBDO wrote the copy.

Ken Paul is the art director.

New York Times

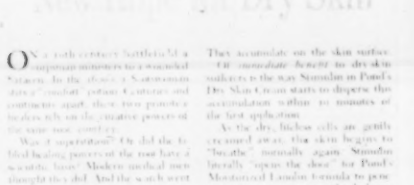
The most ingenious campaign idea of the month was John Bergin and Mal MacDougall's of BBDO for the *Times*' circulation department. It consists simply of having people talk in balloons made of newspaper headlines which, typographically, are the paper's distinctive trademark. Here is a case where the copy need not be read for the idea to come through. One look at the ad, reproduced here tells you that women can get a lot of conversational fodder out of reading the *Times*. An example of using typography both as copy and illustration, as done in the Renault ads. Jack Steinau was the art director.

Pond's Dry Skin Cream

Two interesting campaigns for this product are currently being tested in different media. Each is worthy of mention here. In *Ladies' Home Journal*, the headline reads "Now, a cream that actually starts to repair dry skin in just 10 minutes." Copy story: "Contains Stimulin. Starts to disperse dry skin in 10 minutes. Uncovers firm young skin. Helps skin to breathe." This campaign is the work of J. Walter Thompson's Nan Findlow and Dorothy Pfeiffer. Layouts by Fred Kittel.

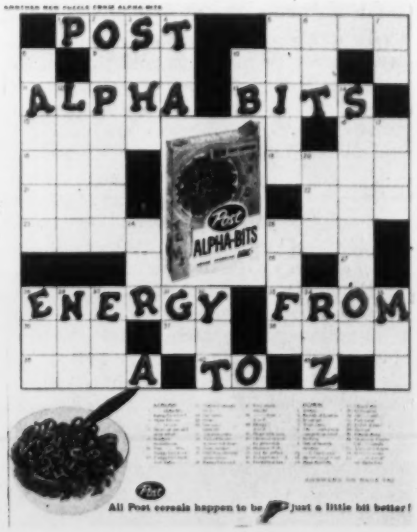
In *Reader's Digest*, an all-type editorial format was used with the headline approach: "Cosmetologists reveal beauty secret kept for centuries—New Hope for Dry Skin." This starts out with a historical buildup of the mysterious curative powers of the herb, comfrey, and then into the modern-day application of this medieval healing "potion," called by Pond's, Stimulin. Written by Nan Findlow and Dorothy Pfeiffer. Each ad has a buried offer of a trial-size jar for 25¢. Interesting to watch and see which wins out.

17-YEAR RESEARCH PROJECT YIELDS NEW HOPE FOR DRY SKIN
Now, a cream that actually starts to repair dry skin in just 10 minutes
Ponds



Post Alpha-Bits

One of the most readable cereal ads is the one Benton & Bowles' Ed Bihl thought up for Alpha-Bits. The agency's Jean Culpepper, a professional crossword puzzle writer on the side, worked out a series of puzzles for ads like the one shown here. These ads should get reader involvement of a higher order and leave few noters unconvinced of the fact that there now is a cereal that comes in alphabet form. Zolton Medvecky made the layout and Gene Schinto wrote the headline.



Melmac Dinnerware

One of the fine, unsung campaigns is for this dinnerware, out of Erwin Wasey, Ruthrauff & Ryan. The trick was to play up the break-resistant features and yet separate Melmac from cheap plastic ware, not an easy task. This ad does it well, I think. Ruth McCarthy's copy lead sets the tone: "The party is over . . . the hour is late . . . and oops! There goes the plate. But no harm done. That's the *hidden* beauty of Melmac." Layout by Sam Ferraro.

Monk's Bread

Ads that call upon the Almighty to help advance their cause give me the creeps. But, I must admit I never pass them by, like those for that holy wine out in California that the good brothers piously stamp out with their bare feet for the betterment of my soul. I always feel that

if I miss church on Sunday, I'll be back in good graces by nightfall if I get myself a skinful of that uplifting beverage. Now, there's a holy bread put out by that great arm of the church, the General Baking Co. And it is so written in the words of apostle Constance McKenna of Compton's: "It is called Monk's Bread, and has been the daily bread of the Trappist Monks of the Abbey of the Genesee. Baked with the special devotion these selfless men give to every task. Visitors . . . leaving the Abbey would take loaves . . . with them. Before long [the] great demand . . . persuaded the monks to share their bread with the outside world." The evangelical mood of the copy is somewhat at variance with the headline, "The bread that was never meant to be sold." Unless, of course, the reverent bakers are planning to dispense this sacramental fare without benefit of worldly recompensate, as would be only right and seemly. Ira Herrick was the art director.

Goodrich Industrial Products

A campaign that has been running since 1933 and has had several hundred imitators, is the venerable B. F. Goodrich case history series in business magazines for its industrial products. It is based on using an example of how Goodrich engineers solved a specific problem to illustrate their ingenuity and resourcefulness. The trick lies in sufficiently dramatizing the example so that the reader will sit still for a story that has no immediate application to his own business. Thus, the headline holds the key to success or failure. The current one, by Griswold-Eshleman's Betty Landers, is in the former school: "River of waste acid flows under river of water." Problem: Paper mill has to dump hot waste acid in river without polluting water. Solution: A special acid-resistant rubber hose that takes acids across river bed to lagoon. Art director: V. C. Kenney.

Grandoe Gloves

Given the job of presenting three styles of gloves in a way that is not only smart and fashion-y, but interesting enough to stand out among ads for women's wear far more exciting than gloves. Carmel Friedman of Mervin and Jesse Levine, solved the problem with two devices. First, she had the model wear the gloves as she held a cat, a sure-fire attention getter that focused attention on the glove area. Second, since she had three styles to illustrate, she selected a three-handed model, as you can plainly see. Excellent layout by Ken Duskin.

Capital Airlines

Given the assignment of impressing upon air travelers the fact that Capital service is available to almost every leading city in the midwest, Robert Hildt of Kenyon & Eckhardt came up with about the most adroit solution imaginable. He built an ad around those mystifying initials that appear on airline baggage checks and which actually stand for the city of destination. Captions below each tell what city is meant, and give number of flights available to each daily. Informative (YIP is Detroit—for Ypsilanti, dope!), ad makes quick over-all impression that Capital is bigger than you thought. Art Director, Warren Perryman.

Four Roses Whisky

The Four Roses Society gag, which has formed the basis for this brand's advertising for some time now, has a built-in opportunity for some quite hilarious copy. This promise, it seems, is starting to be fulfilled with ads like last month's. This illustrates the heartrending scene of a member being "Banished from the Four Roses Society," in Norman Robbins' headline. His copy: "This man walked up to a bar and asked for a 'whisky on the rocks.' Just like that. Now every member knows . . . the word whisky should always be prefaced by 'Four Roses.' Why not join the . . . Society? As you can see we now have a vacancy." Wonderfully nutty photograph by Howard Zieff for Roger Mader's layout. Young & Rubicam is the agency. #

Looking at Radio and Television . . .

Commercials Need Theatrical Techniques

By the Eye and Ear Man

The congressional investigation of the television industry is now perilously close to becoming another witch hunt with more headline hunting than good sense. The prying into show business techniques used in filming commercials is approaching *ad absurdum*.

American television is the finest in the world because it is free. The economy of the U. S. is strong because compulsive advertising messages have created a desire in the mind of the common man to better his lot in life by getting more material things for himself and his family.

In the course of selling merchandise that is subject to regulation by the FTC and other groups in regard to the fulfillment of product claims, many technical methods have been used to demonstrate a product that are far from realistic—and yet the product will in normal usage perform as claimed.

■ It is not possible to photograph or demonstrate a product realistically under studio lights, with stop motion photography and with the perspective of the television screen to be considered. It would be ridiculous to assume this could be done.

It is further not possible to photograph realistically some boxes or packages because of their reflective surfaces, irregular size, or color which does not photograph well in black and white, or size of brand label, etc. For this reason, dummy, outsize or modified boxes are used for the photography.

Did anyone ever pour a glass of beer under hot lights and with an hour of photography and have it hold its head? Did anyone ever see a fashion model whether for television or printed ads, from behind where her skirt or blouse is pinned, slit, stuffed with paper or wired to simulate wind blown effects? Are these non-realistic devices criminal or dishonest or deceiving the public?

■ If a company has a fine floor wax that has been proved in laboratory and in home demonstrations, but cannot be seen by the camera for television demonstrations, is it wrong to apply a shiny coat of chemical to the floor for the purpose of highlighting the cleansing and polishing effects?

Did anyone ever see the effects when a stage actor or a television actor really drank the hootch that was called for in the script? How about that delicious ice cream? If it is really melt-proof for an hour how can it be ice cream?

Should girls wear makeup? Should soap suds not be chemically faked to suit the demands of the cruel camera eye, when the product in normal use would look just like that? Should the glass of water balanced on the bed of finely constructed coils be abandoned because people at home can't duplicate the experiment yet their spines feel dandy while sleeping on the same mattress?

Should Houdini have been forced to show exactly how he did all of his tricks? Should major motion pictures be forced to play all scenes realistically, including the killing of the vast armies involved in deadly combat?

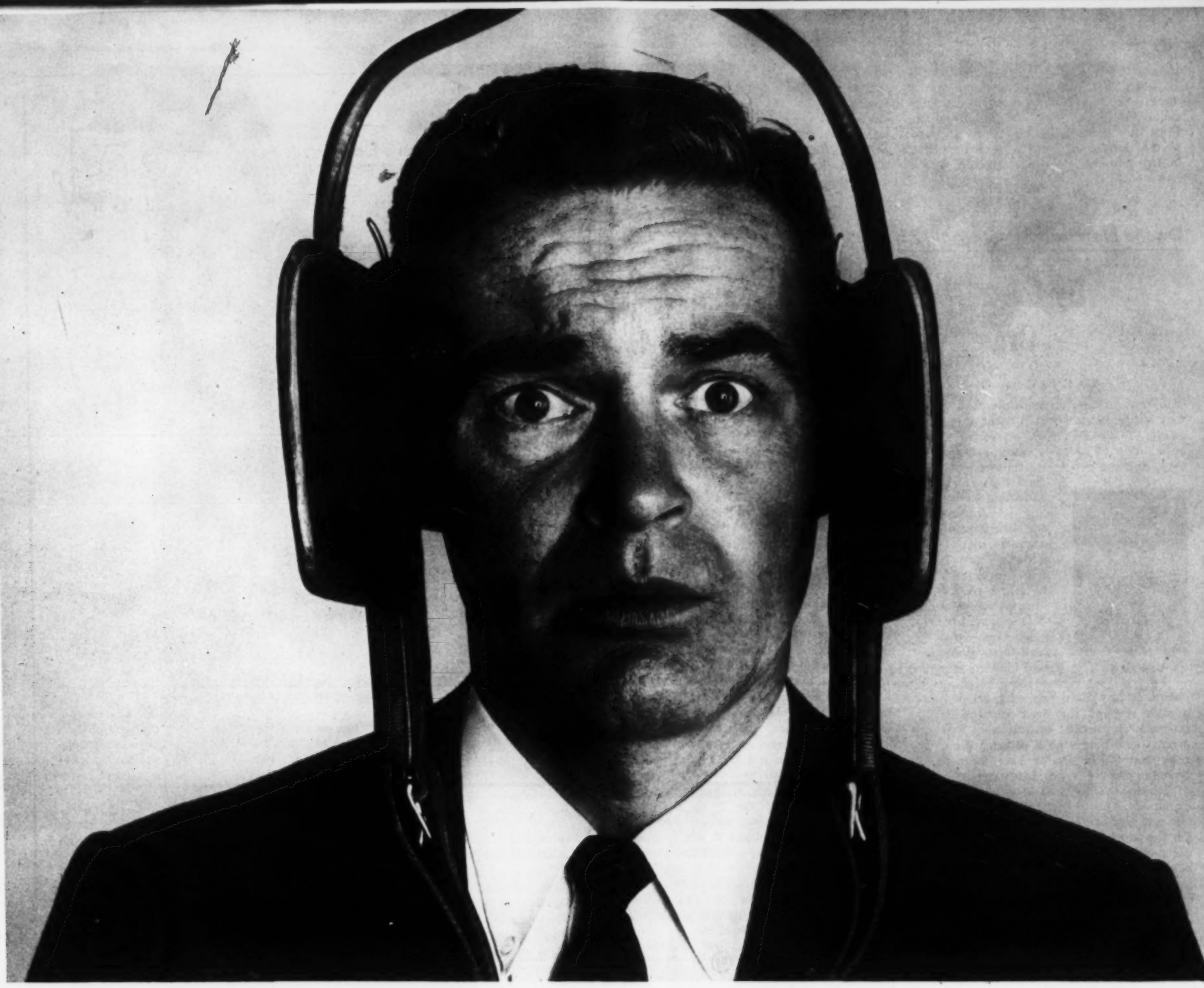
■ Salesmanship is a vital part of the American economy. The driving force of salesmanship in television has certainly contributed to the present booming economy. In order to be most effective, the salesmen in any medium must have some dramatic license or exaggeration for emphasis. Nothing is duller than the plain facts, ma'am.

Furthering the damage of the untutored yelling about realism where realism is unrealistic, are the snoop nosers who are now setting themselves up as experts in advertising. "Many television commercials are annoying," they say. In whose opinion? The amateurs, of course, who have never had to move merchandise to make a great company greater and add to its ability to pay taxes and do research to make better products.

Remember when the late, great advertiser George Washington Hill was "annoying" people with hard selling radio commercials and his company was growing to the benefit of the employes, stockholders, suppliers and the general economy?

■ Who is to judge when a commercial is "annoying?" The consumer alone can do just that by refusal to buy the product. It may come as a surprise to the censors that the commercials they consider "annoying" move the most merchandise. Drive the snoopers from the learned halls of advertising before it is too late. Beware those who would legislate how many times a product could be mentioned per minute and just how loud it could be said.

Let us pose another investigation. During the last Presidential election there were several shows which involved a man on the street technique where the President of the United States was asked spontaneous questions from all parts of



Selling to the OEM:

Then let's take off the blinders!

There's a large and lively segment of the OEM that you may have overlooked. It's covered, or rather *un*covered, by advertising in PD&D.

The design engineer by any other name—technician, manager, research man, development engineer . . . does design *work*, and is *the* pace-setter of the Original Equipment Market. He reads PD&D for *news* of components, materials and tools that help him—today—take his ideas for 1965's products and turn them into tomorrow's hardware. *And* as part of the process, your PD&D ad turns into dollars for you.

Design men read PD&D for the most news in the shortest time. PD&D's three-column "compact ad" tabloid format makes fast and easy reading for prospects who have a problem to solve. It gives your ad the widest and most effective exposure for your money. PD&D Reader Service Cards have passed along nearly half a million sales leads from reader to advertiser in the last 12 months alone.

Your market-knowing, facts-at-fingertips PD&D representative is waiting to bring you your new 1960 PD&D Media Data File. *Phone him.*

PD&D

PRODUCT DESIGN & DEVELOPMENT

A CHILTON PUBLICATION

Chestnut and 56th Streets, Philadelphia 39, Pa.

Exclusively Component, Materials and Equipment NEWS for all Product Design Men

the country and answered them informally. Let's find out whether there was a disclaimer that the shows were carefully rehearsed. And why not? Should the President of the United States be exposed to the danger of insolent, embarrassing, or impertinent questions? Should he be unprepared because an obscure question has been asked which requires highly specialized knowledge? Of course not! And neither should television programs or commercials be done amateurishly or without the painstaking rehearsal and scientific knowledge available. #

On the Merchandising Front . . .

By-Guess and By-Gosh Chain Ordering Procedures

By E. B. Weiss

In that authoritative publication of the food super field, *Super Market Merchandising*, I came across a report based on a study of store-to-headquarters grocery ordering procedure followed by nine food chains. The nine food chains are not identified, but the assumption is valid that these chains are fairly well representative in store-to-headquarters grocery ordering procedures.

E. B. Weiss

Now nobody—just nobody—who has had much contact with the large chains in any field can come away with a high respect for their store-to-headquarters ordering techniques. But it comes nonetheless as a distinct shock to read that "most chains base their store ordering on the experience and *intuition* of grocery clerks!" (The italics and the exclamation mark are mine.)

I am not one to rate down intuition. On the contrary, I rate it 'way above a great many of our statistical studies and above many of our market tests. But intuition is a compound of many years of experience, many years of observation, many years of study by keen and disciplined brains. I'm afraid that not many "grocery clerks" in our food chains can lay claim to those requisites of reliable intuitive processes.

■ So write off intuition as a guide in food chain grocery ordering. What about the experience of "grocery clerks?"

If I understand what is meant by "grocery clerk" (in some instances this is simply glorified semantics for a "stock boy")—why, then, I'm afraid that the experience angle is no more reassuring than the intuitive process. In many instances, I am sure that these are teenage boys working part time. While I have an enormous respect for these youngsters (I'm one of those old-timers who earnestly believes that our younger generations are *always* improvements on older generations), I purely doubt that they can regularly do a competent job of determining orders, especially since we find out later in this study that there is little by way of an ordering formula—"*experience of store personnel predicts requirements*," to quote from the study.

Of course it is pointed out that "the grocery manager in the majority of chains spot-checks the order." But spot-checking is hardly a very accurate procedure, and therefore hardly very dependable. Moreover, one man's concept of spot-checking could be quite different from what the term is intended to embrace—and since the grocery manager of the food chain store is a mighty busy individual, I suspect that the spot-checking is more observed in the breach.

■ The grocery department will carry well over 4,000 items. It accounts for over 60% of the total food store volume. Yet "grocery clerks" control the store-to-headquarters ordering!

And these clerks are seldom guided by anything resembling an ordering formula. They have no stock objective figures—they have no turnover records—and, if these statistics were supplied, it is obvious that they do not have the experience or the wisdom to make competent use of them. Certainly they have no knowledge of, and no guide to, the requirements of special seasons, special holidays. They have little if any knowledge of promotional spectaculars—of competition, of week-by-week changes in inventory requirements.

In brief, in these nine food chains the store-to-headquarters ordering technique is by-guess and by-gosh. I suspect that the oldtime independent food merchant tended to do a better job of it.

■ All this becomes even more appalling when we learn from this study that "*most chains were unsure of their out-of-stock situation.*" This is on the fantastic side. Here is one of the greatest causes of retail loss of volume and profit, and the chains have no reliable figures as guides—and, clearly, no reliable ordering technique that would lessen out-of-stock. To emphasize the lack of knowledge of these chains concerning cancerous out-of-stock the respondents "estimated it as between 2 and 5%"—blunt evidence that they had little concept of their out-of-stock condition and apparently cared less.

We regularly hear chain-store executives sound off on the deficiencies of manufacturers—and these are plenty. But I suspect that there are few food suppliers to the food chain who operate their own inventories with the remarkable inefficiency of the food chain. #

The Creative Man's Corner . . .

'So Many New Advances'

Will anyone in the class who has seen a class of advertising more tired than automobile advertising please raise his hand? Detroit, the miracle of modern marketing, suddenly seems to have lost its touch. Not just in anticipating what the public wants—like less chromium, smaller cars, more economical operation—but in communicating to the public.

No matter how many times Detroit changes its agencies, its advertising remains essentially unchanged. A glorified presentation of the car, plus statements like, "There have never been so many new advances." Then copy which claims that everything about the car is new. And advanced.

The copy for the most expensive cars, the cars most difficult to sell, is especially stereotyped. It talks of new concepts. Elegance. Enduring beauty. Classic styling. Expert craftsmen. Brilliantly new. Unquestionably the finest. Distinguished. Painstaking craftsmanship.

This Cadillac ad is depressingly typical. It states unequivocally that Cadillac's "new styling will set the pace in automotive design for years to come." They *really* believe that? It says, "Inside, a new era of elegance is evident on every hand." But what really got us—and apparently got the copywriter as he waded through the richest and juiciest adjectives he could find—was the following paragraph:

> *"Its performance represents a rewarding departure from the past . . . so smooth, so quiet, so effortless and level in ride that it must be experienced to be understood and appreciated."*

Here the copywriter not only confesses his inability to write competently but he says that the new Cadillac is not as rough-riding, noisy, hard-to-handle and uneven in ride as last year's.

This takes skill? #

Employe Communications . . .

New Ad Council Drive Is Welcome

By Robert Newcomb and Marg Sammons

(Mr. and Mrs. Newcomb operate their own organization in employe relations.)

We cannot undertake to speak for the entire employe communications craft of the country, but would cheerfully gamble that most of the veterans will welcome the announcement of the Advertising Council, that it is soon to launch its campaign against inflation. The average communicator who has been waging his anti-inflation fight with too few tools and possibly inadequate skills, can only breathe, "Thank heaven you've come."

Talking the perils of inflation is difficult conversation. To be effective, a communicator must provide a simple, palatable course in homespun economics. He must recognize that, to the typical working man, "inflation" is only a word. He is obliged to bear in mind that the average employe likes a lot of things about inflation and would prefer to have inflation left alone.

■ Secretary of the Treasury Anderson set the sights high: "It will be most helpful to make clear that monetary stability and vigorous economic growth, far from being incompatible, go hand-in-hand. In my judgment, the proposed Advertising Council campaign will contribute to better public understanding."

Robert M. Gray of Esso Standard Oil Co., who has contributed tremendously to earlier Ad Council efforts, has agreed to spearhead this one. There seems scant need for advising Mr. Gray of the techniques for properly carrying out his chores, but these few little memory refreshers might help. These are the unyielding walls against which communications people have been batting their heads in their attempts to stall inflation:

1. Many employes feel that inflation is a word coined by industrial management. That being the case, inflation must be okay for the working man because management insists it isn't.

2. To most working people, inflation means economics, and working people don't care much about economic discussions. They've heard too many that are above their heads.

N.Y.

Pillsbury sells N.Y. in TV Guide ...and in full color!

New Pillsbury *Deluxe* Cake Mixes

So rich . . . with a velvety crumb. So moist . . . with a light and tender texture. So quickly gone . . . the finest cakes ever baked from a mix.

It's the way Pillsbury puts everything together that makes it easier for the shortening and flavoring to spread richly and evenly all through the cake. So the cake keeps its moist fresh taste longer than any mix cake ever did before.

Baking is believing. Try your favorite and see.

NEW Pillsbury *Deluxe* CAKE MIXES

IN YOUR 7 FAVORITE FLAVORS

Golden Yellow • Caramel • Orange • Chocolate Fudge • Pineapple • Spice • White

Nothing says lovin' like something from the oven — and Pillsbury says it best!

In America's No. 1 market, the New York Edition of TV GUIDE outsells every other magazine. One out of every four families reads it . . . with an unmatched frequency, as proved by consistently high Starch readership scores.

Now you can reach this huge audience in full color, 2-color, or black and white—any week of the year. And you can reach it more often, more efficiently than in any other major magazine.

And like Pillsbury, you can parallel concentrated New York coverage with broad national coverage in TV GUIDE. For Pillsbury followed its full-color page in the New York edition of November 7 with a full-color 1½-page *national* advertisement in TV GUIDE the following week!

Remember, too, that some 40% (3,000,000 copies) of TV GUIDE's total 7,250,000 weekly circulation represents single-copy sales made where *you* sell—in food stores.

HOW MAJOR MASS MAGAZINES COVER THE NEW YORK AREA

Minimum unit to cover New York area	Circulation of minimum unit	4-color page cost
TV GUIDE—New York Metropolitan Edition	1,415,651*	$5950
Reader's Digest—New York Metropolitan Edition	1,000,000†	5480
Look—Middle Atlantic, Zone 2	1,258,000†	9750
Saturday Evening Post—New York-New Jersey	656,608‡	5421

*ABC issue—March 14, 1959
†Regional rate base
‡Based on percent U.S. circulation in geographical areas involved according to latest publisher's statement: SRDS

TV GUIDE

3. Employes are reading less, because their outside interests have grown. Television is no pal of the campaigner against inflation.

4. If inflation is so bad, the employe contends, where is the proof that ending it will improve things? Will it lower the rent, reduce the cost of food? You say so: Prove it.

5. Inflation, an impressive percentage of employes feels, has no direct concern with the employe. It's a problem, he might admit, but he still doesn't see that it's *his* problem. It's management's problem, or it's something the union will take care of. Or the government will pass a law and fix it all up.

■ These barriers are not described in order to make the job of the Ad Council appear almost insurmountable. These are provided as reminders that this anti-inflation drive will be no pushover. It is going to take time and patience and money; more than anything else, it is going to take know-how.

The know-how we think the Ad Council has. We have watched several of the Ad Council campaigns through the eyes of plant people; studied the plant-level reaction; been in a position to determine whether the stuff made sense. In many, many cases it has made a lot of sense—the kind of sense that must be made in this anti-inflation campaign.

Bob Gray and his boys have the skill. What they need is luck, and this department wishes them the very best. #

From an Art Director's Viewpoint . . .

Does Nostalgia Sell?

By Andy Armstrong

Sinclair, apparently, has decided to ignore the peculiar merits of its own product (whatever that is; the ad doesn't say), to act as spokesman for the gasoline industry, the auto industry, our national network of highways, railroads and airlines, the National Park Service, the bus companies, and the U.S. Forest, Fish and Wildlife Services. Plus all the credit card systems, the Duncan Hines travel guidebooks, Rand McNally, the luggage manufacturers, and everyone else the Ethyl people have been giving a free ride.

Andy Armstrong .

Combining the ectoplasm of Daniel Boone with the Playhouse 90 poesy of Stephen Vincent Benét, Sinclair first reminds us of what America once was and now is not, and second, declares that this vanished Eden is still with us. Resolve the contradiction if you can. Sinclair, it is clear, cannot.

■ But now that the Big Stance has been appropriated—now that the gasoline and oil industry and all these other services have elected a mouthpiece stuffed with pemmican and high-sounding verse—how compatibly do Sinclair and the other "Great Names in Oil" fit the scenery you are enjoined to get out there and ooh-h at?

Take a big road. Highway 66, for instance. Coming east from Arizona into New Mexico, you often have trouble getting an uninterrupted view of the Red Cliffs. You must stop, park, get out of your car (no small trick in itself, these days), bark your shins on the playpen you have strapped to the front bumper, and then work your way back past the roadside signs.

Of course not all of these signs promote nationally advertised gasolines. Some feature cactus candy, chenille bedspreads, Mexican jackets, rubber tomahawks, jumbo buffalo-burgers and other local artifacts at the nauseously air-conditioned shack up ahead. Even genuine Indian dancers, every hour on the half hour.

But other signs talk about gasoline or motor oil, tires or batteries or sterilized restrooms, over the signatures of famous refiners.

■ Get back in the car and follow the highway—and the signs. Suddenly, in the poetic, Benét vastness of the landscape, a garish oasis erupts, streaming day-glo banners and the stench of burning french-fries. The Trucker's Rest. Littered, too often, with dirty paper and rusting jalopies. Selling Japanese birch bark canoe bobby-pin holders, Japanese Hopi Kachina dolls, Japanese sombrero ashtrays, and a nationally advertised gasoline. Neither the shoppe nor the gas station could get very far without a nationally advertised gasoline, nor, if we had never had nationally advertised gasolines, would these places have been built at all.

■ Now, no one wants to turn the world back, really. Not many hanker to get Daniel Boone's time back again. Few ever pause very long to sentimentalize over the forests that are gone—the whole "lost, wild America" that Benét and Sinclair bewail in song. Most of us are more than content to pick up that new Chevy and roll off into the blue, sniffing the heady aroma of the vinyl upholstery and counting our blessings, peeling an eye for the next Howard Johnson's.

So quite needlessly, it would seem, and annoyingly, Sinclair harks back to the vanished wilderness, while risking a reminder of *how* it vanished. Among the many who helped it vanish were the so-called oil barons—Sinclair among them.

Sinclair, old baron, old buddy, all we care about is—have you got a good product? What *is* it? What can it do? Let us whip up our own nostalgia, please, on our own time. Don't sit there mouthing poesy and acting as if you were the Conservation Department or an historical quarterly. Tell us something about what *you* can offer *us*—right here, right now, in the daytime, when old Daniel and those deer aren't around. #

Salesense in Advertising . . .

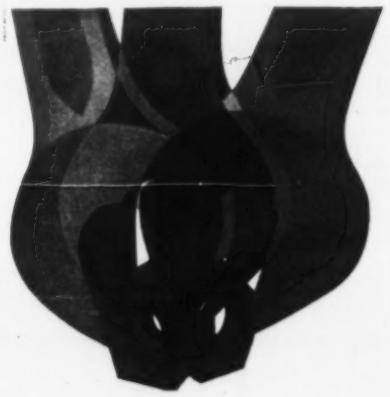
I Hope It's Only a Passing Phase

By James D. Woolf
Creative Consultant

On Tom Erwin's excellent wall chart, "The Making of a Good Advertisement," I find this bit of advice in the wise words of David Ogilvy, an admaker of long experience: "The illustration should not be lazy—it should work hard at selling the product."

James D. Woolf

I may be stupid or something, but I fail utterly to comprehend the thinking behind the illustrations in the three ads shown here. To me they have no meaning whatever. They certainly do not work hard at selling the product; they do not talk to the reader; they say nothing; they are completely pointless. They fail to communicate any favorable ideas pertaining to the subjects of these three pages. They are just about the most inane and meaningless illustrations I have ever seen in advertising.



Take, for example, the Connecticut General ad that ran in *Time*. The copy promises a group insurance or pension program which offers employes "the real value of extra benefits" that will make it easier "to attract and hold good people." This is a selective appeal that ought to be of interest to business men who are employers. What is there about the illustration that will reach out and capture the attention of this select group of *Time* readers? Certainly wide indiscriminate attention is not the objective. What disturbs me is that more and more of this kind of advertising is beginning to appear in our best magazines. The copycats are having a ball.

■ I have said it before but I feel I must say it again: The primary purpose of an illustration is to communicate—easily and quickly—ideas pertaining to the product that will appeal to the reader's self-interest. If it merely attracts indiscriminate and indifferent attention from casual glancers, it is, in my opinion, falling down on the job.

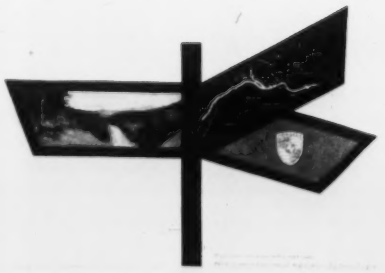
The current notion seems to be that, because of the enormous volume of advertising today, it is getting harder and harder to catch the eye of the reader. I don't believe this. A thoroughly sound ad, *promising a desirable and credible benefit*, has a good chance of attracting readership. The most interesting subject in the world to you is *you*. The three ads shown here have no "you appeal" whatever.

I hope to see the day when crazy quilt advertising illustrations disappear. Maybe they are just a temporary vogue. I hope so. #

all it shares with other cars is the road PORSCHE

Connecticut General can help you increase productivity

CONNECTICUT GENERAL

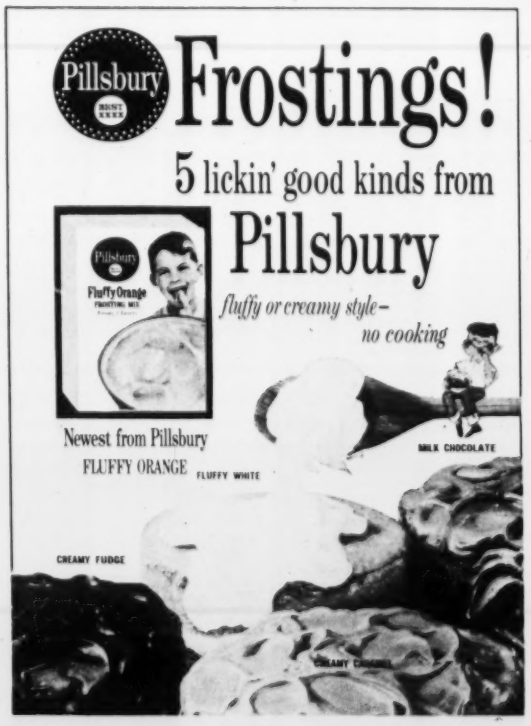


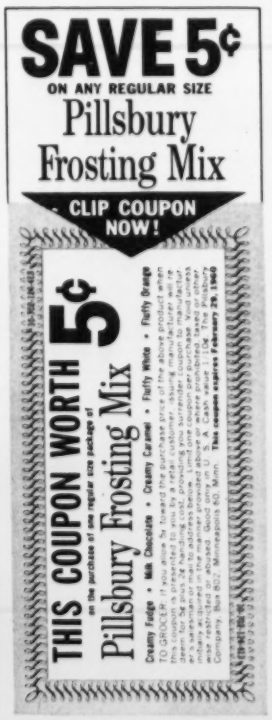
* * *

Mr. Woolf's articles are available in a handsomely-bound 383-page book for permanent reference. Price $5.95. Write Advertising Publications, 200 E. Illinois St., Chicago 11, Ill., for "Salesense in Advertising," available for five days' approval.

USA

Pillsbury combines couponed ad in TV Guide and TV spots for national cake mix-frosting promotion




SAVE 5¢
ON ANY REGULAR SIZE
Pillsbury
Frosting Mix
CLIP COUPON
NOW!
THIS COUPON WORTH 5¢
on the purchase of one regular size package of
Pillsbury Frosting Mix
Creamy Fudge • Milk Chocolate • Creamy Caramel • Fluffy White • Fluffy Orange
This coupon expires February 29, 1960

Creative selling and TV GUIDE go hand in glove. There's so much flexibility and sales power in America's best-selling weekly magazine that your possibilities are almost limitless.

Pillsbury, for example, promotes its cake mix via TV spots. What better place to talk about the Pillsbury frostings that go with it than in America's television magazine? Result: a 1½-page color ad in TV GUIDE, November 14, complete with 5c coupon on Pillsbury Frostings. And to help saturate the nation's largest market, Pillsbury also advertised its mixes with a 4-color page in the November 7 TV GUIDE New York Metropolitan Edition.

In addition, there's a tight tie-in with food stores themselves, where TV GUIDE is the best-selling magazine and one of the biggest individual profit items. More than 3,000,000 copies of TV GUIDE's 7,250,000 weekly total are sold in 30,000 food stores.

Like many other successful national and regional food advertisers, Pillsbury turns to TV GUIDE for volume promotions with quick payoff at the checkout counter.

TV GUIDE

Agencies Ask Us . . .

Beware of Public's Changing Attitude Toward Advertising

By Kenneth Groesbeck
Advertising Agency Consultant

"Will you give us your theory, please, on what ails advertising?" writes a Wisconsin agency head. "I think we must all agree on the fact of increasing public disbelief, which is, of course, reflected in our higher advertising costs. Most people, however, seem contented with the admission that something is wrong, but that it will be remedied if advertisements pay more attention to the truth—in other words, if we decide to be better boys. Don't you think it is more serious than this? How did we get into this pickle, and how bad is it, really? Has something been going on we don't know about? Can you spot it?"

Kenneth Groesbeck

That's a very shrewd and wise observation. This lad is evidently some one who can smell smoke. Let's see what we can uncover.

Basically we are here concerned with a problem in public relations, are we not? I agree with our Wisconsin friend that the danger is far greater than most of us realize. I suspect a basic change taking place in the public *attitude* toward advertising which is far more serious than increasing incredulity. I think we are now building up a feeling of *resentment* at being imposed on which can work havoc with our business. Let's see if this is provable.

■ Start with the obvious fact that most advertising is sincere, honest, and informative. Add that the people still like advertising, and want to believe it. Also true, however, as we all know, are the sensational "exposures," the rigged quiz shows on television, the derogatory novels, with, as usual, the crimes getting all the headlines and the good deeds buried.

We make some progress when we set the thing up this way, and realize that the less people trust us, as our inquirer remarks, the more it costs to sell them. Is there something more in the picture, which is even more of a menace to our business?

This is a sales problem, of course, similar to the many we confront for our clients. Advertising is failing to sell itself properly. With what additional results beyond the obvious ones?

You will agree that advertising deals with human minds. Also that we succeed in direct proportion to our understanding of how these minds work. Also that fundamental in the reaction of the mind we are addressing is its *attitude*, interested or uninterested, favorable or unfavorable, at the moment we attack it. Elementary, of course.

■ Now please look most carefully and curiously at the human mind in the very definite attitude it adopts when it is addressed by advertising, or indeed by any selling approach.

We shall find that attitude an exceedingly strong one. Not at all neutral. Buying has always been so important a part of man's life—or exchange, or whatever form business takes—involved as it is with self-preservation—that here we have what we might call one of the fundamental attitudes.

■ Is it a simple frame of mind? No. It is most surely a double or split frame of mind. This is what makes it so difficult for us to understand. It runs off in two directions at once. No wonder it eludes any but the most careful analysis.

The buying frame of mind contains two ideas: one is the willingness that the seller should tell his story as favorably as possible, emphasizing its good points and minimizing its bad ones. So we find in the buyer's mind considering advertising a friendly complaisance for all those little devices which the seller may elect to employ in order to please, attract attention, entertain, and throw a favorable atmosphere around what is being sold. What a delightful prospect!

■ Right in this same friendly mind, however, is another and even stronger idea which may appear quite inconsistent. This is, "Don't fool me. You are signing your name to this which you are telling me. Lord help you if it isn't true!"

What kind of a double-headed rabbit is this we are chasing? Hang your clothes on a mulberry bush, but don't go near the water!

Satisfying both of these requirements of the buyer's mental attitude is tightrope walking of a higher skill than some advertising has yet developed. However, what if we fall off the rope occasionally, what's so serious about that?

Now we are coming to the crux of the problem.

Entirely unfair, and perhaps unjustified, but essentially human, is the way the pendulum of tolerance and complaisance swings too far *in the other direction* to distrust and anger when the individual senses the fact that he or she has been taken in.

■ This is a very interesting quirk of human nature, but easily understood when you come to think about it. The more a guy has courteously listened to your story, the madder he gets when he finds out he has been had. Check?

Note three points.

First the double nature of the buying attitude, half friendly and half suspicious.

Second that the second aspect, perhaps akin to self preservation, is by far the stronger.

Third that the *potential resentment* in the buyer's mind, if allowed to form, not only defeats the sale, but spreads over into disbelief in all advertising and dislike of all who have anything to do with it.

■ We are not going to improve the advertising situation by talking morality or by blaming someone else for the fix we are in. We are in it, I think, because of our inadequate analysis of the buying attitude, and our lack of realization of the size of the potential resentment present in it.

If you were training door-to-door salesmen and you found out that women hated green hats you'd add this item to your instructions, wouldn't you? Add potential resentment to your advertising formula, in red ink, and avoid it like poison. If you learn this, your advertising will work, I think, surprisingly better. This greater understanding of our prospects may well improve the entire advertising picture. #

Learning from the Retail Ads . . .

The Ad that Makes Rates Seem High

By Clyde Bedell

(Mr. Bedell is a consultant in creative advertising and advertising training.)

This past spring, an article titled "IS THE PRESS WRITING ITS OBITUARY?" appeared in *Saturday Review*. It pointed out that although the American press has traditionally been less than self-critical, more and more thinking members of the press are concerned over serious deficiencies in the "profession."

"The newspaper business operates with a technology 60 years old in a world in which invention and automation have taken over everything else."

Failure to serve the public with content of purpose was pointed out. "All the signs point to the decline and fall of the newspaper . . . One concludes the printed newspaper just isn't cashing in on its opportunity."

■ The three things the newspaper must do, concluded the article, are these: "(1) rethink its mission in today's world; (2) modernize its editorial methods to match; (3) revive the underlying moral purpose of journalism." To all of which students of the American scene may say: "Bravo."

But the article also pointed out that extremely high costs are a deterrent to the newspaper's progress.

This is an interesting "cart before the horse." Granting costs are high due to technological backwardness and wastes, correcting these will not do much to solve the problem. Costs need to be looked at in any business, not only in relation to how they are incurred, but in relation to revenue. Newspaper publishers rarely dig in with sufficient professional zeal and competence to understand their major revenue-producing methods and potentials.

■ It is not uncommon for a publisher, or his associates, to accuse a merchant of putting all emphasis on buying (production) and too little on selling (advertising). Actually, this is the common fault of publishers. Most publishers are devotedly interested in news and editorial columns. But they show small concern (relatively and generally) for the character of advertising that goes into their columns. Yet this is where the bulk of their revenue must come from.

■ Weak or ugly ads that do not begin to use intelligently the remarkable market place the newspaper is, make rates seem high to retail stores. Actually, retail advertising rates across the country are extremely low for the store that knows how to convert white space into advertising. Most stores, even big ones, don't know how. They commonly use a diluted form of imitation advertising.

Here is an ad sent me by an AA reader, from an eastern city—and a paper, part of a considerable chain. It seems apparent the publisher doesn't care whether his advertisers get their money's worth or not. (Whatever this ad produced, thanks to circulation, store name, bargain prices, and high expendable public income, it produced only a fraction of what *good advertising* could produce.)

■ Such an advertiser as this is bound to think newspaper rates are very high. If he did good advertising, his rate (per dollar of return) would slide 'way down. It is strange that newspapers have been training staffs (usually underpaid for their intelligence and potential ability) for many, many years (another point at which publishers are blind), and yet these staffs don't know how to counsel merchants out of the use of such leprous and hideous imitations of advertising as this. This is one of the many types of weak newspaper advertising that prove *publishers are helping radio and tv and billboard and matchbook people* chip away at the monies which ordinarily would flow into the retailer's most natural medium, the newspaper.

■ Obviously AA should be the first "must" reading for an ad person. But since articulate ad people should be opinion makers and well informed, I believe *Saturday Review* and *National Review* should be next on their reading lists. *Saturday Review* for liberal and radical (Ciardi) viewpoints, and *National Review* for conservative viewpoints. #

Pinpoint for profits!

The President studied his company's marketing map. Picking up the brand new product, he told his Sales Manager, "Jim, we'll pinpoint! See that sector? That's our best market. And now we can hit it right on the nose. Saturate where our potential peaks. Concentrate impact. Deliver where we got dealers. And cut our introductory selling costs..."

The enthusiastic executive was talking about the advantages of advertising his new product in the new SUCCESSFUL FARMING State and Regional editions.

Starting with January 1960, SF will offer twenty State and Regional editions – with circulations ranging from 67,000 to 600,000—plus the national edition.

Now for the first time, advertisers in a quality farm magazine will be able to localize copy and ideas, match media to marketing maps!

Your sales messages can be put where your salesmen make calls, open doors and open minds. It will be possible to list dealers, personalize sales messages, get the added advantage of dealer good will and cooperation.

Copy can have great flexibility. The added efficiency pays off in profits!

The new SF editions will have all of the power and prestige of SUCCESSFUL FARMING—editorial excellence, beautiful color reproduction, quality presentation in the magazine which has served the nation's best farmers for 57 years, achieved *influence* based on merit.

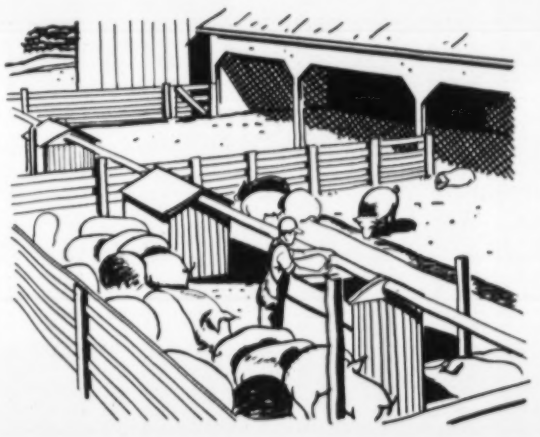
The SUCCESSFUL FARMING market is big—and important. SF farms now average 336 acres, more than 50% larger than the 218 acres of 1945. In all, SF subscribers own or operate 380,000,000 acres.

Vital to the U.S. economy, SUCCESSFUL FARMING farmers plant 58% of all the nation's corn—plus 61% of all oats, 57% of all soybeans, and 46% of all wheat.

SUCCESSFUL FARMING's audience has money to spend. With average estimated cash farm income of around $10,000 annually for the past decade, SF farmers earned $12,120 in 1958—an all-time high!

Whether you advertise in the SF State and Regional editions, in the national edition, or in a combination of both, you get the best of the market, concentrate in the high bracket with the best brains, best purses, the highest productivity and the highest living standards. Plan now for your best sales opportunities of 1960. Get the details from any SF office.

Meredith of Des Moines . . . America's biggest publisher of ideas for today's living and tomorrow's plans.



20 State & Regional Editions of Successful Farming—in January 1960

Edition	States	*Circulation	B&W Pg. Rate
1	Iowa, Illinois, Indiana, Nebraska, Minnesota, Wisconsin	608,297	$3,955
2	Illinois, Indiana	218,956	$1,860
3	Iowa	128,670	$1,160
4	Minnesota	116,748	$1,050
5	Nebraska	67,646	$ 625
6	North Dakota, South Dakota	82,225	$ 760
7	Wisconsin	76,277	$ 705
8	Iowa, Illinois, Indiana	347,626	$2,780
9	Iowa, Minnesota	245,418	$2,085
10	Iowa, Nebraska	196,316	$1,720
11	Minnesota, Wisconsin	193,025	$1,690
12	Minnesota, North Dakota, South Dakota	198,973	$1,740
13	North Dakota, South Dakota, Nebraska	149,871	$1,350
14	Illinois, Indiana, Ohio	320,412	$2,565
15	Iowa, Minnesota, North Dakota, South Dakota, Nebraska	395,289	$3,065
16	Iowa, Illinois, Indiana, Wisconsin, Minnesota	540,651	$3,785
17	Illinois, Indiana, Ohio, Wisconsin, Michigan	464,985	$3,370
18	North Dakota, South Dakota, Nebraska, Kansas	217,241	$1,850
19	Iowa, Nebraska, Kansas, Missouri	339,268	$2,715
20	Middle Atlantic, New England	138,385	$1,245

*A.B.C., Publisher's Statement 12/31/58

Successful Farming . . . Des Moines, New York, Chicago, Atlanta, Boston, Cleveland, Detroit, Los Angeles, Minneapolis, Philadelphia, St. Louis, San Francisco.

November Pages and Linage in Consumer Magazines

Current and Year-to-Date Figures for U.S., Canadian and Foreign Publications Reporting to Advertising Age

Weeklies, Bi-Weeklies, Semi-Monthlies (October)

	Pages				Lines			
	Oct. 1959	Oct. 1958	Jan.-Oct. 1959	Jan.-Oct. 1958	Oct. 1959	Oct. 1958	Jan.-Oct. 1959	Jan.-Oct. 1958
Commonweal	36.5	27.2	155.0	145.7	15,330	11,424	75,684	61,194
†Cue	83.2	80.2	664.3	700.2	35,677	34,391	284,989	300,364
Down Beat	63.3	67.0	456.9	408.2	27,586	28,252	191,826	169,462
Grit	24.8	33.6	238.7	243.2	24,751	33,632	238,683	243,232
Life	421.9	339.6	2,999.4	2,749.0	286,905	230,912	2,039,631	1,869,330
Look	178.2	136.6	1,176.0	1,140.5	121,196	92,868	799,687	775,567
Newsweek	274.8	255.3	2,446.4	2,254.4	115,416	107,226	1,027,488	946,848
§†New Yorker	675.1	523.2	3,912.8	3,370.1	289,625	224,467	1,678,596	1,445,787
#National	660.0	509.6	3,817.8	3,264.9	283,153	218,620	1,637,846	1,400,653
#Sectional	53.9	48.7	334.5	375.8	23,116	20,881	143,514	161,195
Presbyterian Life	13.2	15.5	133.1	109.5	5,534	6,512	55,972	46,007
The Reporter	51.2	19.2	222.4	109.8	21,493	8,045	93,402	46,175
†Saturday Evening Post	383.6	283.7	2,360.0	2,374.8	260,825	192,949	1,604,832	1,614,838
†Saturday Review	118.6	92.7	886.2	785.2	49,826	38,952	372,192	329,831
††Sporting News	16.8	38.1	248.1	275.4	18,264	41,299	269,181	298,808
*Sports Illustrated	192.9	133.4	1,329.2	1,105.2	82,758	57,247	574,478	474,078
Time	301.1	250.5	2,386.9	2,300.7	126,451	105,228	1,002,487	966,302
†TV Guide	121.9	75.1	543.1	426.9	22,193	13,677	98,832	77,719
††U. S. News & World Report	261.0	250.5	2,199.3	2,057.5	109,620	105,210	923,706	864,150
Total Group	3,218.1	2,621.4	22,357.8	20,556.3	1,613,450	1,332,291	11,331,676	10,529,692

†Five issues October 1959; four issues October 1958. ††Four issues October 1959; five issues October 1958. §Total represents national advertising plus sectional at reduced decimal equivalent. #Not included in totals. *These figures adjusted for regional space.

Women's

	Pages				Lines			
	Nov. 1959	Nov. 1958	Jan.-Nov. 1959	Jan.-Nov. 1958	Nov. 1959	Nov. 1958	Jan.-Nov. 1959	Jan.-Nov. 1958
†Bride & Home	—	—	331.8	203.6	—	—	209,675	128,648
†Bride's Magazine	—	—	697.7	653.6	—	—	440,946	413,075
Everywoman's Family Circle	70.0	68.9	490.7	459.5	30,030	29,558	210,511	197,126
Good Housekeeping	143.8	127.4	1,159.7	1,151.1	61,673	54,637	497,515	493,826
Ladies' Home Journal	111.9	99.6	1,002.3	941.4	76,084	67,738	681,596	640,164
McCall's	92.2	82.5	739.7	719.5	62,688	56,066	503,031	489,298
††Modern Bride	79.0	87.3	586.8	520.9	49,928	55,142	370,832	329,196
§Parents' Magazine	92.0	65.4	711.0	672.2	39,943	28,320	306,864	289,504
Seventeen	108.2	101.6	1,270.9	1,184.5	73,575	69,055	864,181	805,450
*Woman's Day	60.5	46.0	431.5	351.0	25,940	19,734	185,128	150,579
The Workbasket	39.7	49.7	423.9	415.7	7,793	9,751	83,088	81,494
Total Group	797.3	728.4	7,846.0	7,273.0	427,654	390,001	4,353,367	4,018,360

†Published quarterly in January, April, July and October. Cumulative figures shown for October issue. §Includes Shopping Scout Section linage. *Sectional linage included prorated to circulation of regional editions. ††Beginning in 1959 Modern Bride changed from a quarterly to a bi-monthly. Figures shown for combined November-December issue.

General

American Artist	30.7	30.2	261.2	270.9	12,880	12,669	109,705	113,776
American Forests	15.9	12.0	187.1	191.4	6,678	5,040	78,532	80,402
American Legion	21.1	20.8	182.7	154.5	8,868	8,729	76,760	64,908
Argosy	23.8	23.9	261.7	243.3	10,220	10,250	112,269	104,354
Atlantic	57.4	56.0	413.9	361.1	24,115	23,534	173,841	151,669
†Christian Herald	57.4	54.9	397.2	400.5	24,658	23,560	170,502	172,055
Columbia	19.3	19.4	138.3	115.6	8,110	8,154	58,159	48,527
Coronet	67.0	58.0	529.5	461.5	12,060	10,440	95,310	83,070
Cosmopolitan	36.3	23.3	273.2	216.1	15,629	9,985	117,299	92,659
Ebony	99.1	90.4	874.3	760.7	67,420	61,532	594,568	517,333
Elks Magazine	26.9	26.0	154.9	138.8	11,546	11,161	65,716	64,027
§Esquire	120.3	85.1	793.1	783.5	80,842	57,187	532,963	526,512
Extension	22.1	22.1	185.4	193.5	15,190	15,236	115,184	133,109
Flying	42.7	37.0	539.3	485.5	17,929	15,540	226,522	203,897
Golf Digest	20.0	15.7	253.1	217.9	4,080	3,210	51,628	44,453
Gourmet	61.3	62.4	356.2	344.4	26,292	26,791	152,682	147,793
Grade Teacher	52.3	42.4	339.2	346.0	23,080	18,719	149,576	152,611
Harper's Magazine	52.3	36.1	387.9	338.1	22,165	15,163	162,930	141,983
High Fidelity	100.3	94.0	830.1	793.9	42,126	39,480	348,642	333,438
Hi Fi Review	62.0	53.9	520.2	413.5	26,040	22,633	218,479	173,665
Holiday	115.3	120.1	989.9	952.8	78,390	81,679	673,146	647,897
Hot Rod	38.9	27.6	400.6	286.6	16,324	11,592	168,308	120,400
Improvement Era	44.6	43.7	291.9	285.6	18,730	18,349	122,612	119,953
Instructor	37.5	38.4	324.0	317.3	25,679	26,107	221,712	216,926
Kiwanis Magazine	9.8	12.4	97.7	78.2	4,122	5,222	41,021	32,841
Motor Boating	119.5	93.8	1,528.2	1,322.8	70,291	55,145	898,492	836,759
Motor Life	17.3	11.2	211.4	180.9	7,280	4,718	88,792	76,006
Motor Trend	24.4	18.5	289.1	224.2	10,262	7,756	120,206	94,206
National Geographic Magazine	46.9	40.0	452.5	432.1	11,156	9,520	107,253	102,428
Playboy	30.7	21.3	270.0	147.3	12,896	8,941	113,338	61,408
Popular Boating	41.6	27.5	805.8	595.5	24,454	16,175	473,816	350,171
Popular Photography	84.6	75.4	771.1	824.2	35,540	31,516	323,870	346,159
Promenade	31.3	35.8	216.8	219.2	13,614	15,327	92,961	94,028
Reader's Digest	98.0	77.5	839.0	559.0	17,836	14,105	152,698	101,738
Redbook	43.5	40.3	369.5	355.0	18,666	17,269	158,526	152,308
The Rotarian	10.3	10.7	95.6	87.5	4,315	4,651	40,119	36,945
Sports Cars Illustrated	32.4	30.1	296.0	268.8	13,591	12,650	124,315	112,891
Today's Health	30.4	27.6	302.2	263.7	13,050	11,853	129,645	113,140
Together	29.1	13.5	132.8	97.5	12,484	5,817	57,232	42,472
Town & Country	111.8	87.4	828.8	719.4	70,619	55,257	523,756	454,668
True	47.5	44.7	363.9	326.8	20,395	19,164	156,102	140,208
V.F.W. Magazine	13.4	13.9	124.4	127.9	5,641	5,858	52,235	53,731
Yachting	108.7	89.8	1,361.3	1,257.0	63,915	52,802	800,444	739,116
Total Group	2,155.7	1,864.4	19,241.0	17,160.0	1,029,178	890,486	9,251,866	8,396,640

†This year's linage does not include any linage carried in Protestant Church Buildings. This publication formerly was bound into Christian Herald quarterly; now it is a separate quarterly publication. §Total represents national advertising plus section-l at reduced decimal equivalent

Home

American Home	57.9	53.9	526.3	540.4	36,592	34,066	332,598	341,568
Antiques	69.7	64.6	664.5	667.1	20,491	18,962	194,810	198,023
Better Homes & Gardens	105.3	103.1	983.2	1,027.6	66,524	65,169	621,363	649,468
Flower & Garden	12.9	13.5	324.7	285.8	5,427	5,657	136,369	113,703
Flower Grower	25.2	25.8	514.8	501.3	10,575	10,853	216,295	210,538
House Beautiful	196.6	181.2	1,180.6	1,129.7	124,255	114,517	746,229	713,992
House & Garden	149.9	126.8	826.2	738.7	94,704	80,103	522,129	466,828
†Living for Young Homemakers	98.6	92.5	787.5	710.5	62,338	58,465	497,698	449,052
Popular Gardening	27.5	28.6	481.6	451.8	11,535	12,024	202,260	189,751
Sunset Magazine	154.1	142.6	1,344.0	1,263.8	64,741	59,932	564,638	531,047
Total Group	897.7	832.6	7,633.4	7,316.7	497,182	459,748	4,034,389	3,863,970

†Sectional linage included.

Fashion

†*Glamour	127.9	68.6	902.3	830.4	54,876	29,438	387,092	356,235
Harper's Bazaar	110.8	89.7	971.6	1,018.7	70,149	56,765	614,070	643,893
*Mademoiselle	74.7	67.8	934.2	937.2	32,046	29,105	400,798	402,056
Vogue	196.1	175.3	1,512.4	1,540.8	123,919	100,798	955,820	973,771
Total Group	509.5	401.4	4,320.5	4,327.1	280,990	216,106	2,357,780	2,375,955

†Glamour figures also include linage for Charm, which was incorporated with Glamour effective November 1959. *Sectional linage included.

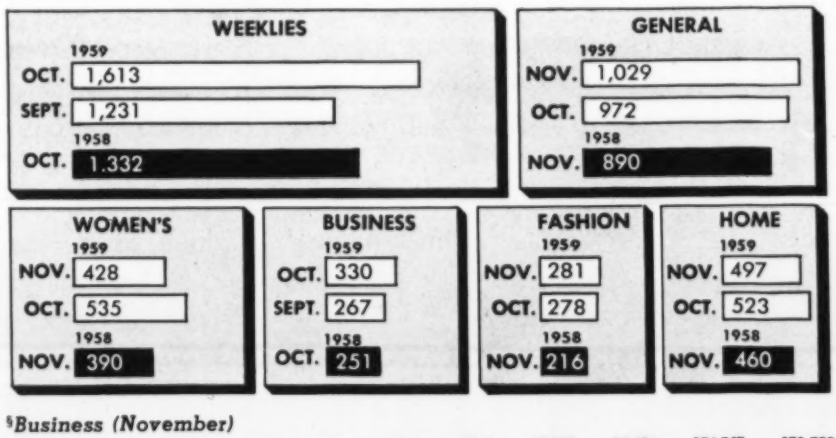
Movie-Romance-Radio-TV

†Dell Modern Group:								
Modern Romances	29.0	35.0	297.1	292.6	12,430	14,997	127,455	125,498
Modern Screen	20.4	15.8	193.1	177.3	8,754	6,765	82,837	76,049
Screen Stories	16.9	14.2	159.5	151.0	7,239	6,109	68,427	64,798
Fawcett Women's Group:								
Motion Picture	19.2	17.1	164.5	152.6	8,251	7,337	70,550	65,481
True Confessions	28.1	29.4	250.2	230.2	12,063	12,615	107,348	98,746
Hillman Romance Group	6.0	22.4	48.6	109.8	2,589	9,611	21,044	47,165
††Hillman Women's Group	22.4	—	200.4	—	9,637	—	86,227	—
Ideal Women's Group:								
Intimate Story	31.2	27.4	255.8	188.8	13,403	11,754	109,787	80,985
Movie Life	31.9	30.2	257.0	218.8	13,694	12,937	110,307	93,856
Movie Star TV Close-Ups	31.8	30.2	257.0	218.7	13,624	12,937	110,260	93,786
Personal Romances	31.2	27.6	257.6	191.2	13,402	11,853	110,627	82,019
TV Star Parade	28.6	26.9	230.7	181.6	12,286	11,531	98,980	77,978
§Screenland	11.8	13.5	136.6	131.5	5,055	5,806	58,605	56,427
Secrets Romance Group:								
*Confidential Confessions	24.3	—	216.4	—	10,432	—	92,815	—
*Daring Romances	24.3	22.8	210.4	146.6	10,432	9,784	90,276	62,892
Revealing Romances	24.3	22.9	229.6	205.1	10,446	9,840	98,505	87,505
Secrets	24.3	22.9	229.6	205.1	10,446	9,839	98,491	87,975
True Story Women's Group:								
Photoplay	39.9	31.9	325.2	289.6	17,124	13,684	139,489	124,227
True Experience	17.6	14.1	179.8	146.7	7,567	6,061	77,127	62,947
True Love Stories	17.2	13.7	180.8	146.2	7,397	5,872	77,577	62,729
True Romance	17.4	12.6	157.1	146.4	7,477	5,386	77,894	62,790
True Story	69.2	59.4	595.0	571.9	29,706	25,476	255,240	245,339
TV-Radio Mirror	15.1	13.7	155.5	121.1	6,466	5,872	65,417	51,970
Total Group	582.1	503.7	5,187.5	4,222.8	249,920	216,066	2,235,285	1,810,712

NOTE: Figures for each publication in the Fawcett, Ideal and True Story groups include all advertising carried by the group as a whole PLUS additional advertising carried by each individual publication. †No January issue in 1959 or 1958. ††No November 1958 group. §Published bi-monthly; alternates with Silver Screen; cumulative figures shown combined with those of Silver Screen. *Beginning in February 1959 Confidential Confessions and Daring Romances published monthly instead of bi-monthly.

Magazine Linage Trend

Figures in Thousands



§Business (November)

Dun's Review & Modern Industry	79.8	54.8	892.3	882.8	33,529	24,414	374,768	370,792
Fortune	219.0	188.7	1,798.7	1,699.5	138,408	119,290	1,136,810	1,074,084
Nation's Business	61.9	52.1	570.5	486.1	26,033	21,884	239,698	207,101
Total Group	360.7	295.6	3,261.5	3,068.4	197,970	165,588	1,751,276	1,651,977

§Because current month linage figures for several publications are not yet available this group is broken into a November and an October section.

Business (October)

	Pages				Lines			
	Oct. 1959	Oct. 1958	Jan.-Oct. 1959	Jan.-Oct. 1958	Oct. 1959	Oct. 1958	Jan.-Oct. 1959	Jan.-Oct. 1958
Barron's	73.7	58.3	768.7	658.6	48,379	38,261	504,250	432,063
†Business Week	518.4	386.2	3,949.9	3,648.8	217,707	162,196	1,658,950	1,532,488
††Financial World	91.8	82.6	522.4	452.9	38,571	34,720	219,413	190,224
Forbes	60.7	38.2	563.6	481.3	25,478	16,025	236,684	202,156
Total Group	744.6	565.3	5,804.6	5,241.6	330,135	251,202	2,619,297	2,356,931

†Five issues October 1959; four issues October 1958. ††Four issues October 1959; five issues October 1958.

Farm Magazines

	Pages				Lines			
	Nov. 1959	Nov. 1958	Jan.-Nov. 1959	Jan.-Nov. 1958	Nov. 1959	Nov. 1958	Jan.-Nov. 1959	Jan.-Nov. 1958
Capper's Farmer (mon)	29.8	36.9	417.2	529.8	12,772	15,845	179,034	227,323
Farm & Ranch—Southern Agriculturist: (mon)								
#Southeastern Edition	30.6	33.4	376.9	395.0	13,143	14,346	161,669	169,442
#Southwestern Edition	32.7	30.4	385.1	390.9	14,042	13,036	165,225	167,708
Average 2 Editions	31.5	32.2	380.1	394.0	13,493	13,835	163,056	169,006
Farm Journal: (mon)								
#Central Edition	108.6	81.8	967.2	887.9	46,573	35,073	414,921	380,915
#Eastern Edition	90.6	78.2	861.9	795.4	38,852	33,568	369,737	341,226
#Southern Edition	82.6	72.9	751.2	718.4	35,420	31,284	322,267	308,210
#Western Edition	94.2	77.6	916.7	828.5	40,426	33,285	393,279	355,409
Average 4 Editions	94.0	77.6	874.2	807.6	40,318	33,303	375,051	346,440
Progressive Farmer: (mon)								
#Carolina-Va. Edition	66.2	65.5	804.9	811.0	45,005	44,553	547,338	551,497
#Ga.-Ala.-Fla. Edition	68.3	67.1	801.9	824.0	46,466	45,604	545,316	560,317
#Ky.-Tenn.-W. Va. Edition	66.0	63.2	757.7	763.4	44,887	42,952	515,259	519,094
#Miss.-La.-Ark. Edition	64.4	61.9	767.7	770.3	43,815	42,121	522,069	523,827
#Texas Edition	65.4	66.9	795.2	796.6	44,478	45,516	540,764	541,689
Average 5 Editions	66.1	64.9	785.5	793.1	44,930	44,149	534,151	539,285
Successful Farming (mon)	75.9	80.1	862.2	800.7	34,156	36,031	388,008	360,319
Total Group	297.3	291.7	3,319.2	3,325.2	145,669	143,163	1,639,300	1,642,373

#Not included in totals.

Youth

American Girl	22.0	24.8	273.1	293.0	9,449	10,627	117,180	125,694
Boys' Life	27.3	27.2	300.1	287.2	18,550	18,528	204,043	195,321
Child Life	2.9	4.7	8.4	23.7	1,261	1,998	3,636	10,137
Scholastic Magazines	40.7	43.7	385.3	363.2	17,057	18,339	161,838	152,515
Scholastic Roto	9.0	8.0	64.4	51.8	7,908	7,043	56,425	45,278
'Teen Magazine	13.5	4.4	87.6	51.5	5,670	1,834	36,862	21,728
Total Group	115.4	112.8	1,118.9	1,070.4	59,895	58,349	579,984	550,673

Mechanics & Science

Mechanix Illustrated	96.5	84.5	782.3	742.8	21,625	18,934	175,233	166,394
Popular Electronics	63.5	63.8	630.7	668.2	14,221	14,280	141,285	149,683
Popular Mechanics	134.1	127.3	1,284.0	1,215.0	30,046	28,522	287,638	272,172
Popular Science	120.8	110.6	1,144.8	1,130.1	27,051	24,775	256,392	253,145
†Science & Mechanics	—	—	440.0	432.6	—	—	100,989	96,981
Total Group	414.9	386.2	4,281.8	4,188.7	92,943	86,511	961,537	938,375

†Published bi-monthly; cumulative figures shown for combined September-October issue.

Outdoor & Sport

American Rifleman	58.0	61.1	583.7	609.3	24,891	26,514	250,393	261,401
Field & Stream	70.9	67.0	834.1	789.2	30,437	28,740	357,849	338,554

(Continued on Page 124)

IN JUST 3 MONTHS 100 ADVERTISERS PLACED 500 INSERTIONS IN LOOK'S MAGAZONE PLAN

Since September, when LOOK introduced its Magazone regional advertising plan, Magazone volume has increased issue by issue. Compared with the first issue, the December 8 LOOK will carry double the number of Magazone advertisers, triple the Magazone insertions.

Magazone is hot and the reason is simple—sales. Recent example: Slumberland, a New England mattress manufacturer. This company's ad featured its regular fair-traded mattress and listed the names of local dealers who stocked it. Result: Slumberland sold more mattresses than ever before in its history . . . the ad paid for itself 100 times over.

Magazone is designed specifically for the marketer with a regional advertising pattern, providing seven geographic zones available individually or in *any* combination. The Magazone Plan combines the top flexibility and low cost of regional coverage with the impact, authority and prestige of one of America's great *national* showcase magazines.

See your LOOK representative . . . we'd like to run *your* Magazone success story soon!

LOOK

LOOK offices are situated in NEW YORK, HARTFORD, PHILADELPHIA, PITTSBURGH, CLEVELAND, ATLANTA, CHICAGO, DETROIT, MINNEAPOLIS, LOS ANGELES and SAN FRANCISCO

	Pages				Lines			
	Nov. 1959	Nov. 1958	Jan.-Nov. 1959	Jan.-Nov. 1958	Nov. 1959	Nov. 1958	Jan.-Nov. 1959	Jan.-Nov. 1958
Fur-Fish-Game	23.1	21.5	248.0	207.0	9,920	9,208	106,384	88,812
Guns	39.2	31.8	282.4	278.9	16,817	13,339	121,150	119,345
Outdoor Life	69.7	72.3	777.2	744.0	29,884	31,014	333,411	319,184
Sports Afield	66.9	61.3	732.9	660.6	28,719	26,304	314,427	283,399
Total Group	327.8	315.0	3,458.3	3,289.0	140,668	135,119	1,483,614	1,410,695
Detective & Fiction								
Cavalier	22.2	19.6	196.5	160.0	9,517	8,420	84,294	68,614
Dell Men's Group	12.9	12.9	133.7	111.4	5,540	5,529	57,347	47,768
†Thrilling Group	8.9	9.6	97.9	112.0	1,995	2,155	21,943	25,101
Total Group	44.0	42.1	428.1	383.4	17,052	16,104	163,584	141,483
Newspaper Sections (I)								
(Nationally distributed with Sunday newspapers)								
The American Weekly	46.1	57.7	403.5	636.3	39,190	49,068	342,980	540,864
Family Weekly	53.4	54.3	492.9	590.7	45,406	46,180	419,023	502,206
Parade	75.2	86.6	690.9	807.8	63,955	73,670	587,287	686,591
This Week Magazine	101.0	92.9	849.3	926.5	85,804	78,961	721,912	787,562
Total Group	275.7	291.5	2,436.6	2,961.3	234,355	247,879	2,071,202	2,517,223

	Pages				Lines			
	Oct. 1959	Oct. 1958	Jan.-Oct. 1959	Jan.-Oct. 1958	Oct. 1959	Oct. 1958	Jan.-Oct. 1959	Jan.-Oct. 1958
Newspaper Sections (II) (October)								
(All other newspaper sections)								
Chicago Tribune Magazine	155.7	172.0	1,500.8	1,524.1	145,107	146,219	1,275,673	1,295,459
New York Times Magazine	252.9	222.8	2,442.9	2,385.1	215,000	189,347	2,076,477	2,027,349
Philadelphia Inquirer	133.9	149.2	1,266.5	1,412.2	113,833	126,819	1,076,592	1,200,546
Total Group	542.5	544.0	5,210.2	5,321.4	473,940	462,385	4,428,742	4,523,354

	Pages				Lines			
	Nov. 1959	Nov. 1958	Jan.-Nov. 1959	Jan.-Nov. 1958	Nov. 1959	Nov. 1958	Jan.-Nov. 1959	Jan.-Nov. 1958
Comics Magazines								
American Comics Group	7.0	7.0	77.0	77.0	2,646	2,646	29,106	29,106
†Archie Comic Group	8.0	7.5	43.5	43.3	3,024	2,835	16,423	16,065
††Harvey Comics Group	9.0	10.0	91.5	96.7	3,402	3,780	34,587	36,540
National Comics Group:								
Blue Unit	5.0	6.0	67.5	57.0	1,890	2,268	25,515	21,384
Red Unit	4.5	5.0	68.5	60.0	1,701	1,890	25,893	22,695
Total Group	33.5	35.5	348.0	334.0	12,663	13,419	131,524	125,790

†Published bi-monthly; cumulative figures shown combine November-December issue. ††Some books in group published monthly; others published bi-monthly.

Canadian National Weekend Newspapers (Rotogravure Linage)								
La Patrie	55.6	82.5	467.3	633.5	50,014	74,276	420,605	570,161
†La Presse	86.0	97.7	927.5	683.4	77,433	87,939	834,824	615,062
††Perspectives	56.7	—	175.9	—	55,252	—	171,520	—
†Star Weekly	127.3	123.8	1,045.5	1,049.9	111,346	108,304	914,833	918,690
†Weekend Magazine	116.1	135.6	1,180.3	1,168.9	113,226	132,195	1,150,753	1,139,734
Total Group	441.7	439.6	3,796.5	3,535.7	407,271	402,714	3,492,535	3,243,647

†Four issues November 1959; five issues November 1958. ††Four issues November 1959; commenced publication September 12, 1959.

Canadian								
Canadian Homes & Gardens	46.7	50.1	420.9	458.7	31,768	34,082	286,217	311,914
Chatelaine	72.6	61.8	689.0	456.3	49,340	42,013	468,495	310,273
Liberty	40.8	41.3	302.7	326.4	17,488	17,718	129,859	140,014
Maclean's	120.2	105.7	902.9	879.7	81,745	71,883	613,947	598,207
Reader's Digest:								
English Edition	150.0	152.8	1,026.8	1,003.0	27,300	27,801	186,869	182,546
French Edition	155.0	160.5	1,099.3	1,054.3	28,210	29,211	200,064	191,874
Revue Moderne	20.1	30.7	212.6	225.1	13,662	20,896	144,569	153,051
Revue Populaire	21.9	15.6	206.1	175.2	15,319	10,894	144,302	122,674
†Samedi	28.1	24.0	196.0	162.1	19,641	16,767	137,197	113,467
#Saturday Night	63.6	49.8	418.0	364.7	26,702	20,900	175,555	153,162
#Time-Canadian	247.3	209.3	1,537.1	1,458.9	103,845	87,885	645,575	612,675
Total Group	655.4	642.5	5,056.3	4,740.8	284,473	271,265	2,311,519	2,124,020

†Two issues November 1959; five issues November 1958. #Not included in totals, as figures for the November issues were unavailable as this issue went to press October figures are shown.

§Foreign (November)								
Hablemos	23.9	15.0	183.7	141.5	20,076	12,558	154,266	118,804
Popular Mechanics:								
Popular Mekinik (Danish)	23.0	21.0	223.0	110.5	5,152	4,704	49,952	24,752
Mecanique Populaire (French)	33.0	32.0	310.5	307.1	7,393	7,168	69,552	68,790
Populare Mechanik (German)	10.1	6.6	66.0	51.1	2,268	1,478	14,795	11,452
Mecanica Popular (Spanish)	26.7	30.2	268.0	298.3	5,985	6,768	60,028	66,819
Popular Mekanik (Swedish)	9.5	9.5	99.0	90.0	2,128	2,128	22,176	20,160
Reader's Digest:								
Arabic	31.5	44.0	346.5	384.0	5,166	7,216	56,826	62,976
Argentine	73.5	69.5	598.0	614.0	13,377	12,649	108,836	111,748
Australian	92.3	85.3	767.8	720.8	16,790	15,516	139,731	131,177
Austrian	80.0	80.0	666.0	664.0	14,560	14,560	121,212	120,848
Belgian	60.0	58.0	474.5	414.0	10,500	10,150	83,038	60,550
British	113.5	90.5	836.0	779.5	21,111	16,833	155,496	144,987
Caribbean	73.5	81.5	651.0	703.0	13,377	14,833	118,482	127,946
Danish	51.0	53.5	450.0	514.8	8,670	9,095	76,500	87,508
Dutch	74.0	56.0	524.0	397.0	13,468	10,010	95,368	72,072
Finnish	30.0	28.0	242.0	213.0	5,580	5,208	45,012	39,618
French	146.0	137.5	1,133.5	1,148.5	25,550	24,063	198,363	200,988
French-Swiss	29.0	38.0	262.5	287.0	5,075	6,650	45,938	50,225
German	160.0	170.0	1,197.0	1,213.0	29,120	30,940	217,854	220,766
German-Swiss	39.5	41.0	327.8	320.0	7,189	7,462	59,651	58,240
Iberian	80.5	85.0	791.5	763.5	14,651	15,470	144,053	138,957
Indian	71.0	51.0	619.0	552.0	12,922	9,282	112,658	100,464
Italian	107.5	109.0	787.5	943.0	18,490	18,748	135,450	162,196
Japanese	34.0	44.0	384.5	409.0	5,712	7,392	64,596	68,712
Mexican	66.5	71.5	542.5	597.5	12,103	13,013	98,735	108,745
New Zealand	25.5	24.5	249.0	326.0	4,641	4,459	45,318	59,332
Norwegian	56.5	53.3	480.5	430.0	9,605	9,053	81,685	73,101
Overseas Military	42.0	49.0	430.0	473.0	7,644	8,918	78,260	86,086
Portuguese	96.0	107.0	957.0	905.0	16,800	18,725	167,475	158,375
South African	95.0	88.5	782.5	894.0	17,005	15,842	140,068	160,026
Southern Hemisphere	22.0	32.5	214.5	314.5	4,004	5,915	39,039	57,239
Swedish	61.5	61.0	515.5	486.5	11,439	11,346	95,883	90,489
Total Group	1,938.0	1,923.4	16,380.8	16,465.1	367,551	358,152	3,096,296	3,064,148

§Because current month linage figures for several publications are not yet available this group is broken into a November and an October section.

	Pages				Lines			
	Oct. 1959	Oct. 1958	Jan.-Oct. 1959	Jan.-Oct. 1958	Oct. 1959	Oct. 1958	Jan.-Oct. 1959	Jan.-Oct. 1958
Foreign (October)								
Life International:								
International Edition	84.9	80.0	730.4	726.6	57,715	54,400	496,655	494,105
*Mexican Edition	15.5	—	90.3	—	10,540	—	61,370	—
Spanish Edition	55.5	59.5	519.9	563.4	37,740	40,460	353,515	383,095
Newsweek:								
Pacific Edition	100.0	68.9	811.0	620.0	42,000	28,938	340,620	260,400
European Edition	101.0	72.6	773.8	663.0	42,420	30,492	324,996	278,460
Time International:								
Time-Atlantic	144.6	117.2	1,171.4	1,050.0	60,690	49,210	491,960	441,000
Time-Latin American	115.4	100.4	1,012.0	1,016.8	48,440	42,140	425,040	427,000
Time-Pacific	95.3	92.4	919.1	799.6	40,005	38,780	386,365	335,790
Vision:								
Visao (Portuguese)	171.5	208.5	1,478.0	1,514.8	72,030	87,570	620,760	636,230
Mexican Edition	101.3	87.4	808.6	745.7	42,560	36,715	339,605	313,215
Spanish Edition	17.3	19.0	182.8	158.3	7,280	7,980	76,790	66,500
Total Group	1,002.3	905.9	8,497.3	7,858.2	461,420	416,685	3,917,676	3,635,795

*First published May 18, 1959.

CBS Labs Names Conti

CBS Laboratories, Stamford, Conn., a division of Columbia Broadcasting System, has named Conti Advertising Agency, Ridgewood, N.J., its first agency as it enters the industrial non-military market for the first time. CBS Labs will market its photomultiplier tubes and precision counting components. The advertising program will be launched with space in nuclear, medical and electronic magazines, starting early next year. Heavy direct mail promotion also is planned.

Landers Names Aitkin-Kynett

Landers Corp., Toledo, manufacturer of supported vinyl fabrics, has appointed Aitkin-Kynett Co., Philadelphia, to handle its advertising and publicity. Landers' ads formerly were created and placed by William Schmidt Associates, Detroit, an industrial designing company. Landers will increase its advertising to the home furnishings and furniture manufacturing trades, but will continue its advertising to the automotive and marine industries in 1960.

Stanford Offers Fellowship

A graduate fellowship in advertising research is being offered by the Department of Communication and Journalism at Stanford University, Stanford, Cal., for 1960-61. The stipend is $2,400. The recipient will pursue a course of study for one academic year, primarily in the theory and method of behavioral sciences. Applications must be made before Feb. 15, 1960.

Smith, Hagel Elects 2, Names 1

Richard H. Darby, an account executive with Smith, Hagel & Knudsen, New York, has been elected senior vp. Edward E. Van Horn, marketing director of the agency, has been elected a vp. Smith, Hagel also has named Theodore A. Tefft, formerly ad manager of Aerotec Industries, an associate account executive.

Bissell Boosts Flick, King

Bissell Inc., Grand Rapids, Mich., has promoted Joseph S. Flick Jr. to director of foreign operations and Peter J. King to director of new products. Mr. Flick joined Bissell two years ago from N. W. Ayer & Son. Mr. King joined the company last year as New England sales manager.

memo:

Hand-Picked Coverage

EVERY hotel in the U. S. with over 100 rooms.
EVERY motor hotel —
The *TOP* 64.5% of hotels from 50 to 99 rooms —
Covered at the buying and specifying level by

THE
HOTEL MONTHLY

105 W. Adams St.
Chicago 3, Ill.
a Clissold Businesspaper

SPREADING THE NEWS

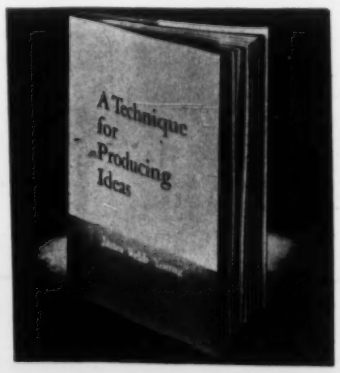
SINCE 1922

by DAY and NIGHT

(America's First Engraver)

REVERE PHOTOENGRAVING CO.
WAbash 2-8816
712 FEDERAL STREET • CHICAGO 5, ILLINOIS

A Technique for Producing **IDEAS**



Where do the moneymaking ideas come from—those ideas which make success novels, radio and television programs, moving pictures sales campaigns and businesses?

James Webb Young, one of the highest paid idea men in the advertising business, set out to answer this question for his students at the University of Chicago. The result is a little book which you can read in an hour but will remember the rest of your life.

In the simplest and clearest of language Mr. Young has succeeded in describing the way the mind works in all creative people. He gives you the formula which they consciously or unconsciously follow in producing ideas. He shows you how to train your mind so that idea production is, as he says, "as definite as the process by which motor cars are produced."

Enthusiastically endorsed by sales managers, editors, college professors and students, poets, advertising men, salesmen and business executives who have read it. Send for your copy of A TECHNIQUE FOR PRODUCING IDEAS now. Only $1.25 postpaid.

ADVERTISING AGE, 200 E. ILLINOIS ST., CHICAGO 11, ILL.
Attn.: Book Department

More Admen Scold AA on TV Editorial Stand

(Continued from Page 3)

understand is that it makes little difference whether networks create and/or buy all of tv programs themselves and then sell them in pieces to advertisers or whether the networks create some of them and agencies and packagers create others.

"Regardless of the creative source, tv programs for all time must be obtained from the same group of writers, producers, performers and idea-men who provide the bulk of series programming today. Simply examine tv's history for the past eight years and inspect the quality and entertainment values of those programs which can be stated to have been clearly network-created and controlled versus those brought to the networks by agencies.

"Neither source outshines the other. Both sides often make use of the exact same producers, writers, etc.

3. "You are apparently under the amazing impression that network program people are highly creative and imaginative and that agency people are just plain advertising business men. The reverse of this is more often true. Many agency men have years of show business experience as writers, producers and directors. The networks would rarely ever afford the salaries necessary to take these men away from agencies.

4. "Direct program control by advertisers is, like so many other misconceptions, indeed a myth. Simply take the time to analyze what you wish to call magazine-type programming (participating programs)—in which advertisers have no program control—versus those few programs on the air in which agencies and advertisers have full control. Is '77 Sunset Strip' or 'The Lineup' or 'Riverboat' better programming in what you so dreamily call the public interest, or is 'Alcoa Theatre,' a wholly controlled and agency-administered Emmy award-winning dramatic series?

5. "Many advertisers obtain considerable values from total program sponsorship, from opening billboards, from publicity about their show and from newspaper listings. Also, merchandising impact to distribution and retail forces in the field is a mighty value of network television. All of these would disappear under your system. And for what end? The same programs presented in the same way.

"Believe me, the major problem of tv is talent. There are no other real problems. Your idea merely creates a new problem and in no way helps solve the basic one."

■ More comments:

Stuart Ludlum, director of radio-tv at Kudner Agency: "Advertisers have little or no say in most shows today. What an agency actually does is attempt to evaluate the possible success or failure of shows already available to it, or make suggestions to the show producer, but these suggestions are not always taken.

"We bought Ed Sullivan in Moscow for Renault and couldn't even see it before it went on the air. We also bought 'Moon and Sixpence'—the production was already done and we couldn't possibly make any changes.

"I was with C. J. LaRoche when they had Revlon, then sponsoring the quiz shows. No agency man (LaRoche man) was at any of the meetings with the producers, to my knowledge. Jim Webb was at none of the meetings. We also never got together with contestants. We were never aware of any rigging."

Victor Elting, vp in charge of advertising and merchandising, Quaker Oats Co.: "It would certainly appear to be the advertiser's advantage were he to be removed from show business. But this is not feasible now.

"The problem, of course, is that broadcast media do not deliver a guaranteed audience. Newspapers and magazines do. The Audit Bureau of Circulations assures all advertisers that they get what they pay for in audience and coverage.

"Until networks and stations can assure the advertiser that they get what they pay for, I do not think that the elimination of advertisers' and advertising agencies' influence on programs is a feasible thing."

Richard E. Forbes, director of corporate advertising and sales promotion, Chrysler Corp.:

"I agree with your broad statement that advertisers do not belong in show business. I do not agree that the advertiser's responsibility and direct influence should be limited entirely to the commercial.

"You favor complete separation of sponsor and program. To reach this aim, this separation must take place in the mind of the audience, not just on a piece of policy paper.

"We regard this as a very difficult thing to accomplish, and actually, if accomplished, it would

Chrysler's Richard E. Forbes

"Separation must take place in the mind of the audience, not just on a piece of policy paper."

in a great many cases reduce the effectiveness of television advertising.

"We believe that the identity of an advertiser with a good program, and the appreciation of the audience for the advertiser's bringing it into their homes, results in far greater commercial effectiveness than would be the case if the same commercial messages were suspended on the air, in limbo you might say, with no identification with a particular program.

"For example, the mail and wires received after our three Fred Astaire specials have been highly complimentary and, when people take the trouble to write and wire their thanks and appreciation, you can be pretty sure that your commercials are working in the right kind of climate. The same thing is true of many other fine programs.

"Whether or not the networks and broadcasting stations assume full and sole responsibility for the programs, the public will always place a good part of that responsibility on the sponsor. And this is a responsibility to which the advertiser cannot blind his eyes."

Milton Goodman, president, Lawrence C. Gumbinner Advertising Agency, New York, commented on the editorial by asking a series of questions:

"Would there be programs like the recent ones of Fred Astaire, or Lawrence Olivier on the networks if resourceful advertisers and their agencies didn't command the drive, the money and the skills to produce them?

"If networks undertook to produce such entertainment, which advertisers would appear adjacent or within such programs?

"If networks provided all the programs, wouldn't they have to fight for audience, or ratings, just as advertisers fight for them now?"

■ Most admen were forthright in their opinions for or against, but some revealed an obviously overpowering desire to be somewhere else when anything related to quiz scandals was brought up, for publication. Two advertising chiefs of major advertisers insisted that they could comment more freely and throw more light on the situation if permitted anonymity. Both flatly opposed AA.

One, the advertising head of one of the nation's top ten brewers, asserted that the advertiser must retain the right to choose his own tv program because too many programs are incompatible with his product.

"Tv programming is a very diverse thing," he said. "You have the so-called service-strip—news-weather-sports. In the case of news or sports (more often news), you often run into conflict of interest between the advertiser and the newscaster.

■ "I know of one newscast which devoted several minutes to telling about a house that blew up as result of a gas leak. The commercial that followed was by the gas company."

He cited another incident where a brewer's commercial appeared adjacent to a broadcast of a golf

(*Continued on Page 128*)

A Danger to

GUARD

Against In Contests

Can a legally conceived contest be judged a lottery? Yes, if illegally executed—for example: if the judging standards are not uniform. Only experience can develop judging procedures qualified to protect sponsors against this hazard. There is no obligation in consulting our Contest Division.

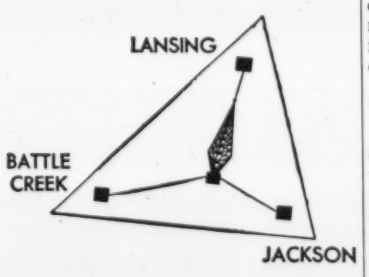
Bruce, Richards
CORPORATION
CONTEST MANAGEMENT
AND JUDGING
104 E. 25th St., N.Y. 10 • OR 7-4600
(In Chicago: Dial 211 and Ask Operator for Enterprise 4531)

EFFECTIVE COVERAGE!

WILX-TV

Channel 10

Completely Covers Michigan's Rich GOLDEN TRIANGLE with a City Grade Signal!



WILX-TV

Serves and Sells Michigan's No. 1 Market outside Detroit

SOME PRIME TIME STILL AVAILABLE

contact
VENARD RINTOUL & McCONNELL, INC.

WILX-TV
Channel 10

Associated with
WILS—Lansing
WPON—Pontiac

TOPS
in
QUALITY of CIRCULATION

Covers 91.3% of stores with sales over $50,000 per year—who do 80% of all hardware business!

VITALITY and GROWTH

10% higher in paid circulation than the second book! In 5 years, 4 times the growth of the next largest-growing book.

WHY? Because these leading dealers and wholesalers say they "Depend upon it the most" . . . according to Fall, 1959, national surveys by independent Market Research Bureau.

Make your basic trade choice

HARDWARE RETAILER

The Voice of the Advertiser

This department is a reader's forum. Letters are welcome.

U.S. Information Agency Asks Permission to Reprint Mortimer's Advertising Statement in Belgrade Paper

To the Editor: We would greatly appreciate permission for republication of Charles G. Mortimer's article on marketing and his statement on General Foods' 1959 advertising expenditures, from the Aug. 10 issue of ADVERTISING AGE.

The material has been requested by our office in Belgrade for translation and republication in "Pregled," a Serbo-Croatian language monthly which is published by the U. S. Information Service in Yugoslavia. Since some of our offices in other areas also may want to use the material, may we have permission for its republication (in English and in translation) by all U. S. Information Service offices and the local press outside the U. S. and Canada? Credit, of course, will be given to the author and to ADVERTISING AGE.

Since some foreign publishers may not be able to publish the complete text because of space limitations, may we have permission for abridging? . . .

Your cooperation will be greatly appreciated.

Garrett K. Sias,
Chief, News and Features Branch, Press and Publications Service, U. S. Information Agency, Washington.

Permission granted.

• • •

Hayakawa: Is He 'Out' or 'In'?

To the Editor: Hayakawa says Madison Avenue is "out"—does that make him "in"?

The "Language in Thought and Action" man, respected semanticist and scholar, threw slings and arrows at what this writer believes is outrageous war. Occasion was last month's Westinghouse Broadcasting Co. public service conference at Stanford.

His accusation: "Advertising has no ethical goal." *Hasn't* it? Doesn't it have something to do with protecting free will in free enterprise?

Even more intense is Hayakawa's objection to the wide influence of advertising media. He would have us selling goals, not goods. And he elaborates, using the southern Negro for sake of illustration: "Okay, I've bought Kreml. Now where do I vote?"

Once again, by a respected scholar, advertising has been placed in the trite dilemma of Public Service (telling the Negro where—or how—to vote?) versus Commercialism. And don't we tire of the false comparison.

Marilyn Lees,
Botsford, Constantine & Gardner, Portland.

• • •

Diesels and Beauties Don't Mix

To the Editor: The enclosed somehow strikes me as a sorry mix-up.

Even though I live on the Ohio,

and can see it from my office (if I walk across the room), I have never associated curvesome beauties with Diesel towboats.

I wonder if the young lady has been tank-tested, too.

George P. Stimson,
Sales Promotion Division, Union Central Life Insurance Co., Cincinnati.

• • •

Kevin Sweeney Amuses Him

To the Editor: I am more amused than annoyed at the fiery remarks as quoted by ADVERTISING AGE of RAB's Kevin Sweeney relative to the Department of Agriculture's findings that "newspapers appear to be the best medium for both food advertising and for marketing information."

"If the statement was backed by real research . . .," Mr. Sweeney says. This same Mr. Sweeney, again quoting ADVERTISING AGE (Aug. 17), in telling the Steel Companies Coordinating Committee how badly they were mistreating radio, said they "should use radio advertising to reach *tens of millions* of people your current newspaper advertising efforts cannot reach." I would like to see the research to support THAT statement. Mr. Sweeney, whom I have admired from afar for his "sooped-up" salesmanship, didn't stop with "millions" but really went all-out with "tens of millions"—of which there are about 17.

It may not please Mr. Sweeney to know that newspaper circulation is at an alltime high of some 58,000,000 (for which there is proof) and, taking a leaf from magazines, could be multiplied by a conservative three readers per copy.

Noting the extreme unhappiness of Messrs. Rogers, Huntington and Sweeney, one would think that tv and radio were the only media upon which the Agriculture Department and other government agencies call for "free rides." Newspapers carry public service information as a matter of course while broadcasting sagely is required to do so as a matter of franchise retention.

I am wondering if they would have been quite so chagrined at such government impropriety if the results had been different!

Richard A. Davis,
Advertising Director, *Daily Tribune*, Wisconsin Rapids, Wis.

• • •

Some More Ads in 'Bad Taste'

To the Editor: Don't you think this is eligible for your "Advertising We Can Do Without" award of the week?

One of the good things about St. Louis—and its advertiisng fraternity and the folks who buy the advertising—is that this sort of thing is the rare exception.

IN MEMORIAM

We at Nolting Ford are mourning the passing of something that has been very dear to us. However you, like so many people, may have cherished the thought of having a new '59 Ford. During these last days we will be open Monday thru Saturday until 9:30 p. m. to assist you in your selection and the real country deal.

Hurry, only 100 left and slipping fast. Nolting Ford, 136 Manchester Road, Ballwin, Mo. Just 6 miles past Lindbergh. Capital 7-5311

Robert Lee,
Marketing and Creative Communications Counsel, St. Louis.

•

To the Editor: I think the attached ad might well be entered in the "Advertising We Can Do Without" sweepstakes.

It's sometimes said that you can't go wrong with appeals based on God, flag and motherhood. But I think this one easily captures a prize for bad taste.

Venlo Wolfsohn,
Earle Palmer Brown & Associates, Washington, D. C.

• • •

Says Burson Missed PR Point; Lauds 'Blue Angel' Ad Stand

To the Editor: Harold Burson's criticism of agencies for failing to provide adequate public relations services (AA, Oct. 26) is valid but misses the point. Agency people generally, and this apparently includes Mr. Burson, fail to realize that advertising and publicity are merely two elements of public relations, and that neither is or should be subordinate to the other. Our major agencies never will be able to provide adequate over-all public relations services, but a gratifying number of smaller agencies are beginning to offer coordinated public relations campaigns, effectively utilizing advertising, publicity and other pr elements.

Congratulations to The Crea-

FIRST

with READERS!

MIDWEST FARM PAPER UNIT 45.3%
Farm Journal 23.6%
Successful Farming 17.7%
Capper's Farmer 4.2%
A survey of 4,726 Midwest farms, conducted by the market research division of McCann-Erickson, Inc., advertising agency.

with COUNTY AGENTS!

MIDWEST FARM PAPER UNIT 45.3%
Successful Farming 18.6%
Farm Journal 16.9%
Capper's Farmer 3.2%
A survey of 385 Midwest county agents as to what farm publication is "most influential" among farmers of their respective counties.

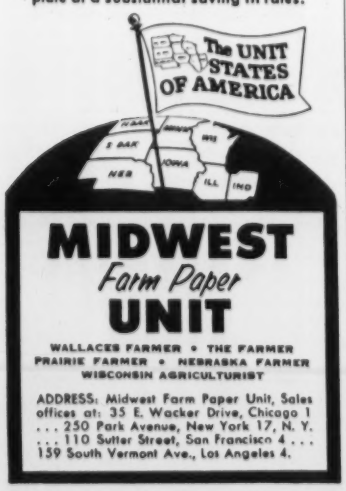
with DEALERS!

MIDWEST FARM PAPER UNIT 60.3%
Farm Journal 9.2%
Successful Farming 8.8%
Capper's Farmer 1.9%
Based on 7,726 dealer replies received by wholesalers in nine categories. Individual categories of dealer preference available on request.

with ADVERTISERS!

+37.8% MIDWEST FARM PAPER UNIT
Source: Farm Publication Reports Comparative Lineage 1948-1958.
Capper's Farmer (decreased page size in 1953) -47.5%
Farm Journal -26.8%
Successful Farming -25.2%

Only one medium in the World's Richest Farm Market can offer you this four-way proof of *local impact*. So, buy the Unit—one order, one plate at a substantial saving in rates.


The UNIT STATES OF AMERICA
MIDWEST
Farm Paper
UNIT
WALLACES FARMER • THE FARMER
PRAIRIE FARMER • NEBRASKA FARMER
WISCONSIN AGRICULTURIST
ADDRESS: Midwest Farm Paper Unit, Sales offices at: 35 E. Wacker Drive, Chicago 1 . . . 250 Park Avenue, New York 17, N. Y. . . . 110 Sutter Street, San Francisco 4 . . . 139 South Vermont Ave., Los Angeles 4.

The $3 BILLION GOLDEN CIRCLE

abc

CHANNEL 13 WAST ALBANY, N. Y.

This new station is engineered to deliver the market covering eastern New York, western Massachusetts and parts of Vermont and New Hampshire. It provides a sales potential of $3,495,571,000.00 consumer spendable income. And that's cash register money! Food sales alone are over $615 million; drugs over $72 million.

Exclusive ABC for most of its coverage. Investigate . . . write, wire or phone today.

Represented by H-R TELEVISION, Inc.

tive Man's Corner (same issue) for the blast at *Life* magazine for carrying the three-page May Britt ad for "The Blue Angel." It is interesting to note that this film has had poor box office response in Chicago, Los Angeles and other cities. "Pillow Talk," on the other hand, which has to a much greater extent utilized radio-tv publicity tie-ins as well as paid time, is a box office success.

Arnie Matanky,
General Manager, Information Consultants, Chicago.

•

To the Editor: Huzza, huzza, huzza!

A tip of my topper to you and your editorial staff for bringing to task the editors and publishers of *Life* magazine for their poor taste in running the "Blue Angel" ad [AA, Sept. 21 and Oct. 26].

More power to you, gentlemen, and congratulations on your forthright thinking and speaking to a "Goliath" such as the *Time-Life* (ABC 6,400,000) publications . . .

Charles E. McKillip,
Bellwood, Ill.

• • •

The Ad Biz (Gee Whiz!)

To the Editor:

Copy due, and if you
Can get through,
What with deadlines glaring
And phone lines blaring
And bosses staring . . .
With pencils dropping
Problems popping
And ideas stopping . . .
Then, by golly
You'll get jolly
Go off your trolley
(And your wagon)
And be draggin'
Spirits saggin'
Tomorrow morning
Too near dawning
And filled with yawning
Back to work
You cannot shirk
(You poor jerk!)
From nine to five!
Man alive
Will you survive
This ceaseless drive?

Francine L. Trevens,
Boston.

• • •

'No Wonder the Tailor . . .'

To the Editor: Puts his foot down about *worsted*, they must mean.

No wonder the tailor is looking

over his shoulder with a worried expression!

Jordan D. Wood,
Springfield, Vt.

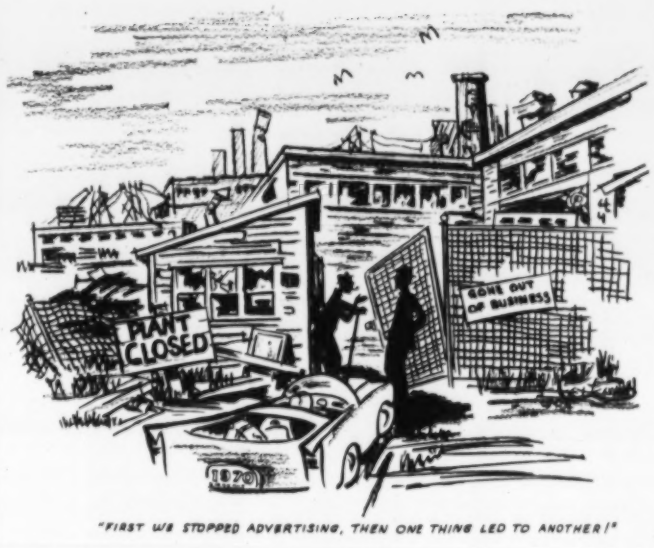
• • •

'Smoke Solids, Smoke Salems'

To the Editor: Now that the results are in, may we expect something like the following to appear?

Smoke Solids, Smoke Salems. The cigaret with more tars! No other cigaret has more nicotine!

G. Harris Danzberger,
Hingham, Mass.



"FIRST WE STOPPED ADVERTISING, THEN ONE THING LED TO ANOTHER!"

Apologies to Mr. Baldowski

To the Editor: With due apologies to Mr. Baldowski and the *Atlanta Constitution*, I felt that the enclosed could also be a truism.

As we have some additional copies lying around, we will be happy to comply with requests.

Wallace Friedman,
Director of Advertising, Capitol Products Corp., Mechanicsburg, Pa.

• • •

Should GM Get Equal Time?

To the Editor: Vice-President Nixon appeared on the "Ford Startime Program" Oct. 27. No matter what, the fact is that the great office of the Vice President of the United States helped sell automobiles and Art Linkletter's book. Perhaps General Motors, etc., and the book publisher should ask for equal time.

Milton M. Hermanson,
Great Neck, N. Y.

• • •

Should Be 4.64%, Not 64%

To the Editor: WOW! "Beverage companies invest 64% of sales in advertising" (AA, Oct. 19, Biz Quiz). Is this typo a result of WCTU or just DT's?

Marvin Barab,
Director of Business Research, Parker Pen Co., Janesville, Wis.

Correct figure is 4.64%. Typo was not a result of WCTU, DT's or wishful thinking on part of media used by beverage companies. In military parlance it rates as a 4.0 error.

ANYTHING
Your screen processor can print on anything —even on running water! Ask him to prove it.
Put Punch in Point-of-Purchase
POINT OF PURCHASE COMMITTEE • SPPA

No other paper sells Boston like The Globe

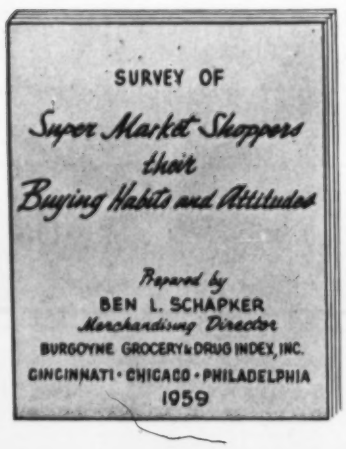
Only The Globe delivers you a fresh batch of Boston readers *twice a day*. Because morning and evening editions are almost the same, you get almost no duplicated circulation. More of *everybody* reads The Globe. More men. More women. More young people. More intowners. More suburbanites. More readers in each income group. Make a note to learn *all* the Global truths—from Sindlinger to Media Records to full ROP color. The Globe can do worlds for you in Boston.

The Boston Globe
puts the world at your fingertips
Morning
Evening
Sunday

THE LANDING STRIP

as seen by
JOHN BURGOYNE & BILL MASTERSON

A gentleman, obviously not acquainted with the thinking man's filter, was recently taken to court by his ex-wife for failing to keep up alimony payments. The man's explanation: Cost of supporting wife No. 2 and six children left him only enough money to buy cigarettes. The court's decision: *Stop smoking!* **And they said it couldn't be done!** Yes friends, next time *you* want to give up the nasty cigarette habit, stop in at your favorite law office—and file suit!



Despite the fact that elections are now history, we're still campaigning—for our Sixth annual **Survey of Super Market Shoppers.** Here is a really penetrating study that gets right down where the "basket meets the check-out counter", when it comes to developing the facts on Mrs. Shopper's buying habits and attitudes. We think you'll be interested in hearing the answers that 1,850 shoppers in five cities gave to questions concerning store preference, influence of price, quality, store advertising, and so on. Order a copy and see for yourself!

* * * * *

We'll send your 1959 **Super Market Survey**—post paid—for one-dollar clipped to your letterhead and sent to the address below. Don't wait another day before arming yourself with the arsenal of facts contained in this study.

Burgoyne
GROCERY & DRUG INDEX, INC.
FIRST NATIONAL BANK BLDG., CINCINNATI 2, OHIO

Admen Scold AA on TV Editorial

(*Continued from Page* 125)
tournament sponsored by a competitor.

"When the advertiser sponsors his own show, he avoids these conflicts. You have the same problem in the newspapers—one of our ads appeared next to a news story about 14 people killed in an auto accident caused by a driver who had been drinking beer. My plea to the newspaper was, run the ad, but will you please put it somewhere else in the paper?

■ "On the other hand, some kinds of tv programs are particularly suitable to the product. A brewer can pick sports programs with large audiences of men in the age groups he is trying to reach. If you end this control, and let the stations and networks merely sell you spots, rotating them in certain time periods, your advertising may or may not be effective.

"Even the newspapers give you some control. You can buy position on the sports pages, or in other sections.

"I have the feeling that the newspapers have blown up this thing beyond its true news value, to embarrass an important competitor. Television's big problem is not several rigged quiz shows. Much more serious is the socially undesirable story line—programs too heavily occupied with murder and crimes of violence. And I think the advertiser will be more sensitive to rising public indignation about this, than will the networks. It will hit the advertiser where it hurts."

■ He maintained that magazines and newspapers are at least as bad, or worse than tv in "sinking to low moral planes.

"Compare tv with what you see on a newsstand," he said. "And don't just look at *Holiday* and *The Saturday Evening Post*. Look at everything you can see there. Now which medium do you think sinks the lowest?

"I'll stack up the history of television with the history of newspaper publishing any day. How does fraud in publishing compare with fraud in tv? One view among some historians is that the Spanish American war might not have happened but for the editorial policies of one newspaper chain, which aimed to build circulation."

■ Other comments:

H. H. Kynett, Aitkin-Kynett Co., Philadelphia: "Your concept is worth serious consideration. But if we take the premise that program content is the sole responsibility of the station and/or network, then the independent or associated producer must also be subject to the program responsibility of the broadcaster.

"The so-called program producers have yet to establish their value in providing proper programs—indeed, their ideas all too frequently are mere imitations or calculated to appeal to the weaker side of human nature. The lure of the 'fast buck' is rarely a builder of entertainment, information or education.

"To a somewhat lesser degree, the stations and networks are similarly culpable. I think that the connection between the independent producer and network management is a sad reflection on the network.

"What business (advertising is merely one phase of business) must develop is the sense of responsibility to the community, always remembering that an advertiser or agent is a member of the community. I do not grasp how abstaining from television production, as you suggest, will enlarge any sense of responsibility."

Charles H. Brower, president of Batten, Barton, Durstine & Osborn:

"I look with suspicion on a 'magazine' concept for tv—just as I would upon a 'tv' concept for magazines. Just as the Lord saw fit to make all animals different, I think that all media are supposed to be different. Why don't we let evolution get on with it?"

Young & Rubicam issued a statement, unsigned, about the AA editorial:

"It is doubtful if advertisers, agencies and the FCC should be freed of all responsibility for programming. Rather than complete control in one set of hands there could be a sharing of responsibilities, a system of checks and balances that requires responsibility from all of those concerned with television."

Walter Seiler, president, Cramer-Krasselt Co., Milwaukee: "For years I have advocated that broadcast programs are properly a function of networks and stations, like editorial contents of magazines which are a function of publishers."

Will C. Grant, president of Grant Advertising: "The question is not who controls shows. It is whether the entertainment portion of television may practice deception upon the public. Toward that end, it is immaterial who perpetrates the deception. Correction lies in the enactment of regulations, providing for penalties for any parties who may be responsible for such deception—regardless of who they are."

H. Jack Lang, president, Lang, Fisher & Stashower, Cleveland: "To say that 'control of broadcast programs should be removed from advertisers and turned over completely to stations and networks' is an oversimplification of a complex problem.

"If by 'control' we mean 'the last say,' one must agree that the networks should, and in fact, with few exceptions, do have this prerogative. If on the other hand, 'control' implies that the advertiser and his agency should have no voice in the deliberations leading to the final decision by the network, we are on dangerous ground.

"The advertiser through his agency cannot abdicate the responsibility of using whatever influence he can bring to bear to assure that a program is of the highest quality, in good taste and in no way offensive to any segment of the listening public.

"There is no need for a basic change in broadcast programming. We are now operating under a tripartite system of checks and balances, not altogether dissimilar to the principle that has worked so well in our federal government—with advertiser, agency and network participating together in the development of broadcast programs, and the 'final say' resting with the network."

James L. Proebsting, board chairman, Roche, Rickerd & Cleary, Inc., Chicago: "Putting the entire responsibility for programming standards in the hands of stations and networks should help improve quality . . . but only if the stations and networks themselves are equipped with the moral stamina to produce a quality product and sell it on that basis.

"We have been concerned by the fact that network executives have taken quality local programming off the air and replaced it with network offerings solely to gain a rating point or two."

Wilbur Van Sant, president, VanSant, Dugdale & Co., Baltimore: "If broadcasters will be as jealous of their independence as the newspaper and magazine publishers are, radio-tv will best serve the public and the advertisers."

James G. Cominos, vp of tv-radio programming, Needham, Louis & Brorby, Chicago: "We believe that advertisers and their agencies must stay in 'show business' for the good of all. This doesn't mean we (at NL&B) are going into the program business. It means we are striving to work more closely with networks, program packagers and producers. That, I think, is the best way to develop tv programming, for . . . it is impossible for a network to own and produce all the programming on its schedule." #

THE OIL DAILY
THE NATIONAL NEWSPAPER OF PETROLEUM
LATEST U. S. SUPPLY PICTURE
FACT:
MORE THAN 500 OF THE OIL INDUSTRY'S BEST KNOWN SERVICE AND SUPPLY EQUIPMENT COMPANIES ADVERTISE IN THE OIL DAILY
CONCLUSION:
No oil-industry schedule is complete which doesn't take advantage of the unmatched OIL DAILY combination: Regular issues for consistent coverage of the top-influence men of petroleum; meeting-distributed issues for bull's-eye coverage of selected groups. Be sure to get the latest facts before finalizing your 1960 schedule.
THE OIL DAILY
THE NATIONAL NEWSPAPER OF PETROLEUM
59 E. Van Buren St., Chicago 5 • 70 E. 45th St., New York 17 • 329 National Press Bldg., Washington 4 • 2102 Jackson St., Dallas 1 • 318 Oil & Gas Bldg., Houston 2 • 125 W. Third St., Tulsa 3 • 416 W. Eighth Street, Los Angeles 15
READ, RELIED UPON AND RESPECTED BY THE MEN OF FINAL AUTHORITY IN PETROLEUM

A noted clergyman says:

"Bloomington-Normal is Simply a Nice Place to Live —Ideal for New Industry"

"For more than 29 years I have been a resident of Bloomington-Normal, Illinois. The cultures provided by two universities, Illinois Wesleyan and Illinois State Normal University, the activity of business, and the wholesome balance of agriculture make this a strong community. And the spiritual strength of our churches (58—representing 37 denominations) permeates all of life in these twin cities.

"We are glad that our children have been, and are being brought up in an environment of spiritual, economic, and social stability. It is a great pleasure to recommend this community as a 'home town.' It is an ideal spot."

Harold R. Martin
MINISTER
Second Presbyterian Church

it's a fact!

The prosperous Bloomington-Normal area is covered by The Pantagraph—the newspaper with the 2nd largest evening circulation in Illinois.

THE Pantagraph
BLOOMINGTON-NORMAL, ILLINOIS
FULL COLOR NOW AVAILABLE
Represented by Gilman, Nicoll & Ruthman

TV's Tricks of Trade —Are They Too Tricky?

(Continued from Page 2)

mercials may be comparing the advertised brand with a vastly inferior product. This, of course, is not deception, but the value of a comparative analysis where one of the factors is an unknown quantity is questionable.

Often certain things must be done to foods in order to save expensive production time or to compensate for limitations of studio facilities and camera distortions. A busy studio, for example, can't take three or four hours to roast a beef. What it might do instead is singe the meat over a flame and then rub it with oil to give it a nice, juicy effect. The natural juices, in fact, do not reflect the light very well.

It's difficult to show a cup of piping hot coffee, because the camera does not readily pick up the steam under intense lighting. Sometimes dry ice is put into the coffee to show "steam," or a lit cigaret is placed behind the coffee cup. If coffee does not show up dark enough on camera, a dye may be added to give it a deeper more natural color. An aniline dye may be used with instant coffee to "kill" the foam that arises when water is poured into the coffee powder.

Color additives are used in many other foods, too. Cola drinks, which may look a little pale under the bright lights, are sometimes spiked with a dye. A green dye might be used in a cake mix to give it a mocha look.

■ Many tricks are done with beer to give it a big head. A good head can be achieved by using warm beer, but even then it can go flat under the lights. A beer glass may be coated with soap for a heady effect. Even such things as Alka-Seltzer are added for fizz.

People around a tv studio are often warned not to eat the products being used in the commercials. A luscious looking gelatin dessert, for example, may have been sprayed with plastic because gelatin reflects too much light. Cakes are sometimes cut ahead of time and then "glued" back together so that too many crumbs won't be shown when it is "cut" on camera.

The seasons also have their effect on commercial production. A producer can't always find a peach tree when he needs one for a commercial setting, so he must "plant" his own, by tacking peaches to another kind of tree.

In many of the hair permanent and shampoo commercials, the "after" shot is taken first. The model comes to the studio with her hair nicely arranged for the first shot. Then her coif is unruffled, sometimes with excessive hair sprays, and the "before" picture is shot.

■ Many things may be done to revamp packages. Small writing is occasionally blanked out, particularly with small drug products, to simplify labels. Color compensation is also important with packaging. For example, reds may appear too black, so a certain amount of retouching is done.

Reflection, or a lack of it, creates many problems for producers and compensations must be made. Metals such as aluminum or silver may look too black because of their highly reflective qualities, so various types of reflective or "bounce" lights are used to overcome this.

Watches, on the other hand, are "made up" with heavy quantities of jewelers' rouge to give them a highly polished look. Additional glitter may be added by shooting them in a "tent," which is an aluminum foil lined square about two feet by two feet.

Automobile tires are sometimes doctored with castor oil to give them a high gloss. And windshields which reflect too much light can be compensated for by a special Polaroid camera. By rotating the film, cameramen can get rid of "hot spots" or glares. Special lighting is used to show a high sheen in linoleum cleaning or waxing commercials.

■ Tv production crews have borrowed heavily from Hollywood's experience. One gimmick picked up from filmland is the old reverse film technique. To show a car stop a hair's breadth away from a wall, for example, the car is shot about an inch from the wall and then quickly driven backward. The film is then shown in reverse. The reverse film technique also is used to demonstrate parking ease. #

FTC Hits Colgate Ads Claiming Gardol 'Shield'

(Continued from Page 1)

was from the brushing. In 1952 a cease and desist order was issued against the maker of Forhans, Zonite Products Corp., New York, and its agency, Erwin, Wasey & Co.

Last year a House subcommittee under Rep. John Blatnik (D., Minn.) charged FTC "is not discharging its statutory responsibilities to halt or prevent deception in the advertising of dentifrices."

The charge was made after former FTC chairman John Gwynne and other FTC officials protested they lacked sufficient evidence.

■ Chairman Gwynne was called after witnesses from American Dental Assn. ran down the list of leading dentifrice campaigns and lashed out at the industry's favorite claims—that dentifrices stop tooth decay, eliminate bad breath and do the job with once-a-day brushing. Campaigns covered by dental association testimony included Colgate-Palmolive, for Brisk and Colgate with Gardol; Procter & Gamble, for Crest and Gleem with GL-70; Lever Bros. for Stripe and Pepsodent with Irium; and Bristol-Myers for Ipana with WD-9. #

Rheinstrom Leaves AAL to Rejoin JWT

(Continued from Page 1)

C. R. Smith, president of American, remained at Lennen & Newell as a senior vp. Mr. Rheinstrom conceded at the time that the switch had nothing to do with the quality of L&N advertising.

Mr. Rheinstrom, who prior to 1947 had put in 18 years with American, returns to Thompson with "major account management responsibilities." He was formerly a JWT "backstop" on Eastman Kodak. #

Newhouse, Curtis Deny Report

S. I. Newhouse Sr. and Curtis Publishing Co. have denied reports that Mr. Newhouse was acquiring Curtis. Mr. Newhouse said there have been no negotiations and none are pending with Curtis about such a purchase. Curtis also said the Newhouse group is not buying the company.

Last Minute News Flashes

Richards Adds $1,000,000 in National Distillers Billing

NEW YORK, Nov. 20—Alynn Shilling, vp and director of advertising, National Distillers Products, confirmed today that the company will move all of its brands at Lennen & Newell to Fletcher Richards, Calkins & Holden early in 1960 (AA, Nov. 9). Billings on the L&N brands are estimated at about $1,000,000; probably will be increased next year.

Goebel Brewing President, Marketing VP Resign

DETROIT, Nov. 20—Leroy J. Wallace, president, and N. W. Calkins, vp and marketing director, of Goebel Brewing Co. have resigned from the brewery. E. A. Garcia, a regional sales manager for P. Ballantine & Sons, reportedly will join Goebel as general sales manager. Arnold C. Graham Jr., former director of advertising and sales promotion, left Goebel several weeks ago to join Carling Brewing Co. as assistant to the vp for national media planning (AA, Nov. 9).

Ream to Head New CBS Practices Office

NEW YORK, Nov. 20—CBS has appointed Joseph H. Ream, vp in charge of its Washington office, to head up its new program practices office in New York. Edmund C. Bunker, Washington sales vp, succeeds Mr. Ream in the Washington post.

DRG Names Wescott-Frye; Other Late News

• **Denver & Rio Grande Western Railroad**, Denver, has switched its advertising account from Ball & Davidson to Wescott-Frye & Associates, making the agency move with the account executive, Malcom F. Sills, son of Carlton T. Sills, advertising and publicity manager of the railroad. Ball & Davidson held the account five years. Mr. Sills has become a partner in Wescott-Frye.

• **Walter R. Ceperly**, exec vp in charge of client services, Fuller & Smith & Ross, Chicago, and a director of F&S&R, has resigned to join Waldie & Briggs, Chicago, as vp in charge of creative services.

• **Pepsi-Cola Bottling Co. of Los Angeles** has appointed Young & Rubicam as agency for Pepsi-Cola, Hires root beer and Bireley's fruit-flavored drinks, effective Jan. 1. The account reportedly bills well in excess of $1,000,000. Y&R has been handling the Bireley's franchise advertising since 1943; Donahue & Coe has handled Pepsi, and Cole, Fischer, Rogow has been the Hires agency, both since July, 1958.

• **Life, The Saturday Evening Post and Holiday** were the big winners in the Mid-America Periodical Distributors' Assn.'s Maggie awards for editorial features. *Life* won three (entertainment, home service and news). *SEP* won two (creative spirit, public service). *Holiday* also won two (creative spirit, personalities).

• **Prairie Farmer Publishing Co.**, publisher of *Prairie Farmer*, *Wallaces Farmer* and *Wisconsin Agriculturist* and owner of 50% interest in WLS, Chicago, is being purchased by American Broadcasting-Paramount Theaters. AB-PT already owns the other 50% of WLS.

• **Puck—the Comic Weekly** will shift its advertising from Charles W. Hoyt Co., New York, to Manchester & Kreer, Chicago, effective Jan. 15.

• **Frederick A. Mitchell** has resigned as vp and manager of the New York office of Needham, Louis & Brorby, effective Nov. 30. He said the resignation stems from "basic differences of opinion on how the New York office of a Chicago-based agency should be run."

• **A combined Oregon Journal** and *Oregonian* is continuing to roll off the *Oregonian's* presses, despite a strike of stereotypers that began Nov. 10. Non-union executives and employes of the two newspapers are putting out the combined daily. Meanwhile in Boston, an eight-day strike against six Boston newspapers ended Nov. 13.

Let Code Board Preview All TV Ads, Clipp Urges

(Continued from Page 1)

symbol which can be a standard of acceptance to both buyers and sellers."

■ Arthur C. Neilsen Sr., chairman of A. C. Nielsen Co., used the occasion of the TvB meeting to answer "vicious and unjustified attacks made on Nielsen broadcast audience measurements based upon complete lack of knowledge of audience measurements or even an inclination to learn what our business is all about."

Apparently referring to a report that Congress was preparing to reopen investigations of rating services—based on information of "possible circulation misrepresentation and inconsistencies" (*see story on FCC elsewhere on Page 1*)—Mr. Nielsen said: "Outspoken individuals in Congress condemn sampling in tv research and yet base important decisions on government statistics produced by these very same sampling methods."

■ Mr. Nielsen did, however, chide some broadcasters for misusing audience research data. "Since tv is highly competitive, it is not surprising there is occasional misuse of audience research," he said.

Norman E. (Pete) Cash, president of TvB, reported that television revenues in 1959 will exceed $1.5 billion, an increase of 12% over 1958. Of the total, $773,000,000 will be in network billings and $464,000,000 in national and regional spot expenditures.

He also revealed that a budget of $1,050,000 for TvB in 1960 has been approved by the board. This will include an increase of 30% in the research appropriation.

■ Unveiled at the meeting was TvB's new slide-film presentation, "The Exponential," produced by George G. Huntington, vp and general manager of TvB.

Otto P. Brandt, KING-TV, Seattle, was elected chairman of the board of TvB, succeeding Roger W. Clipp, WFIL-TV, Philadelphia. Glenn Marshall Jr., WJXT, Jacksonville, was re-elected to the board and elected secretary to succeed Mr. Brandt. New board members elected are Gordon Gray, WKTV, Utica; Clair McCollough, WGAL-TV, Lancaster, Pa.; Richard Borel, WBNS-TV, Columbus, O.; John Murphy, WLW-T, Cincinnati, and Donald Kearney, Corinthian Broadcasting Co. #

Otto P. Brandt

TV Showmanship Can't Add New Qualities: FTC

(Continued from Page 1)

the Federal Trade Commission would have no reason to complain.

"Obviously, we recognize that it is impossible to photograph ice cream properly under hot lights. If you have to use shaving cream to get the kind of a head which is normal on a glass of beer, this probably would not represent a material deception unless, of course, it was carried beyond a reasonable point. If a glass goblet glistens too much, we still aren't likely to be alarmed."

In the L-O-F and GM case, he said, the complaint contends that something other than true life results were achieved with the props and trick photography.

"Here, we charge, the tricks resulted in a commercial where L-O-F safety plate glass looked better than it is, and safety sheet glass of competing manufacturers looked worse."

In defining the danger point, where props are used, he agreed it could be put this way: Showmanship and props are all right unless they are used to impart qualities which are not in the product.

■ A second major transgression, also exemplified in the L-O-F and GM complaint, occurs where props are used to make disparaging comparisons with competing products.

FTC history shows that in practice, the deceptive comparison cases are undoubtedly the most dangerous so far as the advertiser is concerned.

Where the case merely involved a questionable claim for the product, FTC is frequently hard put to it to obtain testimony which can be used to establish a court-proof case.

But where deceptive comparisons are made, competitors are quick to come forward to volunteer their assistance. Often they alert the commission to an ad even before it is spotted by the commission's monitors. Moreover, they generally make available research information and experts who will provide the kind of testimony the commission needs.

■ Although FTC's internal preparations for the tv cleanup are already well advanced, Chairman Kintner emphasizes that this will be no "one night stand," as far as he is concerned.

On Monday he met privately with top officials of the Assn. of National Advertisers to consider the scope of tv's problems and to determine how the industry and the commission could cooperate.

"I reminded them," he said, "that the industry's stake in this goes far beyond the elimination of illegal commercials, and that, in fact, it goes even beyond the elimination of irritating commercials—the kind I describe as dancing on the edge of the law.

"The advertisers had better remember that their names are linked with the programs that are on television. Completely apart from the commercials, they ought to be asking themselves if the kind of programming that television is supplying today is the kind of programming they want themselves to be identified with." #

Railton-Jones Joins Gore

Roger Railton-Jones, formerly with Caples Co., has joined Chester Gore Co., New York, as an account executive on J. S. Inskip and Carillon Importers.

Control by Nets Won't Cure TV's Ills, Clyne Says

(Continued from Page 2)

of double spotting between programs. He proposed that 20-second breaks between programs should be restricted to a single product.

• The question of good taste. "There are a lot of commercials in extremely bad taste that are going into the living room," he asserted. He advised stations and networks to set up the necessary standards of practices and "to make them stick." Mr. Clyne put the number of "so-called deceptive" commercials at a "small percentage," but he said those on the air should be eliminated.

• Free plugs. "The extraneous plugs that are all over the air should be knocked out," he said, because they are wrong on two counts: (1) They make for added commercial time against entertainment time and (2) time is being sub-contracted, which is against all ethical practices.

• Circulation research. He deplored the fact that there are four or five services presenting different kinds of findings that are confusing to decision makers in the business, as well as to reporters and viewers. A great deal more money may have to be spent on research, he suggested.

■ Mr. Clyne defended tv's over-all programming record and said that there is some "necessary mediocrity" because of the tremendous number of hours that must be filled.

The McCann vp entered a "strong opposing point of view" to those who would have U. S. tv programming controlled completely by the networks—"as in Britain, with the announcements thrown in." He suggested that Critic John Crosby, the trade press and others making this recommendation should look at the situation more carefully before pontificating.

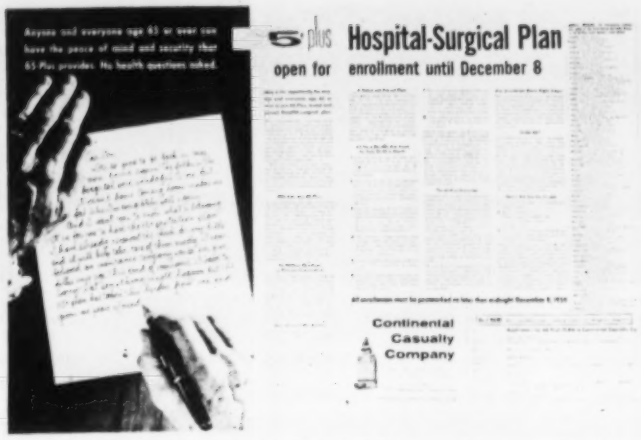
Already 30% of all programs are completely network controlled and presented much as they are under the British system. Another 40%, made up of alternate-week sponsored shows, is controlled by the networks through ownership or partial ownership. This leaves only about 30% wherein the "sponsor has the right to put in completely what he wants," Mr. Clyne said. #

Magazines, TV Can Work Together, Macfadden Reports

CHICAGO, Nov. 18—Macfadden Publications and its True Story Women's Group kicked off a new presentation for advertisers here this week, based on an extensive study of wage earner families by Social Research Inc., which conducted interviews with 900 "blue collar" housewives.

One of the new approaches to the sales story of family behavior magazines addressed to the wage-earner market is the suggestion that they complement tv, and can be used to advantage in combination with the electronic medium.

Dr. Burleigh Gardner, head of Social Research Inc., is quoted in the presentation as saying that the impact of tv and magazines in the wage-earner field is different. It is explained that many blue-collar wives fail to identify with tv program situations and commercials, and that they regard the printed word as more authoritative and reliable. Magazine color also helps to increase acceptance. #



FIRST TIME—*Continental Casualty Co., Chicago, will use national media for the first time with this spread in the Nov. 28 issue of The Saturday Evening Post. The spread, via the Post's Select-A-Market plan, will appear in all editions but will use three different coupons in various areas. Continental has scheduled ads also in Life, Look and in 28 newspapers in eastern states. George H. Hartman Co., Chicago, is the agency.*

Give Networks Full TV Control, Brophy Urges

(Continued from Page 2)

shows, but the contents of commercials as well, or the "great American conscience will some day rise up and we will be obliged to suffer the consequences."

He said advertisers and agencies should submit willingly, and help to bring about network control. "For all practical purposes, media have in the past policed the advertising business," he said, pointing to advertising restrictions by newspapers and magazines.

■ "The networks should exercise the same kind of controls over the content of commercials that the better magazines and newspapers do."

He urged complete divorcement of advertisers from tv's editorial content. "Advertisers and agencies are simply not qualified, indeed have no right to really dictate what goes on tv today."

Pointing out that advertising people have a responsibility "transcending the commercial purposes of tv," Mr. Brophy asked: "Have we really matured in this business?" Advertising is not a profession, he added, "but we are professional men and we should have an internal means of control and regulation as do lawyers, accountants, doctors and stock exchange brokers.

"They don't depend on government; they do their own policing."

■ Mr. Motley, the peppery publisher of *Parade*, who has never been known for his silence on most any issue, asked the AFA group: "Why should we try to conceal the shortcomings, the difficulties and the problems?" Straightening out the tv business is a matter for articulate individuals, big and small, raising their voices in protest, he said.

"This isn't going to be solved by associations. Nobody is going to tell me that we can pass some laws or codes and then everything is going to be all right with advertising."

■ He foresaw "tragic" legislation "if the greedy and the hungry and the thoughtless insist on the so-called ethics of the marketplace" and individuals don't react and publicly criticize. He felt that the current television scandals would ultimately have a wholesome effect on all advertising and selling. #

Sweeney Washes Radio's Hands of TV Quiz Opprobrium

(Continued from Page 2)

under-the-table payments to disc jockeys to push certain records reflects a total lack of understanding of how radio has changed in the past five years. Management programs the music in radio, just as it programs the news. There are most certainly some payments made to individuals to push certain records, but it doesn't represent 1/100th of 1% of the music played in the metropolitan markets where music's popularity is made.

■ "We sympathize with the hundreds of legitimate operators in television who are being crucified by the headlines. But, let it be said again, radio isn't television and has few common problems with television. Our medium is being run by the licensees, not by advertisers, the agencies, the program packagers or the gimmick artists. And our standards of content, editorial and advertising are at least as good as any other advertising medium, and a whole lot better than most."

Then came a reference, without mentioning the speaker by name, to a speech made Wednesday in Los Angeles by Harold Fellows, president of the National Assn. of Broadcasters.

■ Mr. Sweeney said, "One of the statesmen in our business made a statement in Los Angeles Monday which I cannot believe he seriously means. He said the entire broadcast industry must assume responsibility for the quiz scandals because of the 'very terms of the license under which it operates.' I cannot imagine any radio station assuming any of the responsibility for this scandal. Radio runs a tidy household, and we certainly are not to blame for the dust that's under tv's carpet."

Mr. Sweeney said criticism of television had now reached absurd proportions, with an entire industry being pilloried "because of what a handful of swindlers and crooks were able to do." #

GM Signs Danny Kaye for TV

General Motors Corp. has signed the exclusive service of Danny Kaye on television for a three-year period, to appear once each year on a full hour show, starting in the fall of 1960. It will be Kaye's debut on tv, except for appearances for charity on a United Nations welfare agency program. Network and date of his show will be announced later. General Motors did not reveal the cost of the contract with Mr. Kaye.

Aubrey Tells CBS Moves to Regain Public Confidence

(Continued from Page 2)

these areas.

However, something of the direction to be taken in the scrutiny was revealed to ADVERTISING AGE by Mr. Aubrey. He said the network is concerned not so much about the content of commercials, where responsible advertisers and agencies can be relied upon to maintain generally good standards, as with the placement of commercials.

■ The placement of commercials and the number of program interruptions have caused the greatest amount of criticism and irritation on the part of the public, he added.

The handling of billboard opening announcements for sponsors was cited as an example of an abuse that has been permitted to develop. Originally these opening sponsor credits said merely that such-and-such company or product was presenting the show. But nowadays they frequently include a selling line for one or more products as well. To viewers this makes the opening billboard a commercial, and they resent it when it is closely followed by the so-called opening commercial, Mr. Aubrey explained.

Remedies under consideration for this abuse are two: (1) Restriction of the opening billboard to the mention of the name of the sponsoring company or product or (2) if a sponsor prefers to retain this opening sales slogan as a part of the billboard, it will be subtracted from his total commercial time allotment for the program.

■ Mr. Aubrey is convinced that the existing standards set forth in the codes of the tv and advertising industries are strong enough to meet the current problems if they are observed strictly, in spirit as well as in letter.

"As to the questions of good taste, advertisers and agencies can interpret that just as well as we can," Mr. Aubrey said, in explaining why he is not worried about this area. "They have seen the storm warnings too. And I can't imagine their not having the good judgment" to take whatever action is required.

And what about the question of program balance? What changes are being contemplated here?

When CBS-TV released its memo to the press, some writers interpreted it as a hint that the network was considering switching to a "magazine concept" plan of operation.

■ Mr. Aubrey said CBS has no intention of switching to a "magazine concept" plan of selling.

He disagreed with the ADVERTISING AGE editorial that recommended that advertisers divorce themselves from tv show business.

"This overlooks the fact that many advertisers are most interested in the type of image they present to the public, and they want the type of program that will do it best," Mr. Aubrey asserted. "There are a few advertisers who take advantage of the economic situation, and we've been guilty of allowing them, at times, to dictate to us, or to cut corners on good taste and on their allowance of commercial time in programming."

■ As to what CBS calls the larger problem of program balance, the network is taking a "hard look at the situation." But efforts at adjustment where the imbalance is most noticeable to observers—the solid Saturday night of shoot-em-ups, for example—is hampered by a "locked-in schedule." This means that major schedule overhauling will probably not take place until the season ends next spring.

In the interim, there may be such corrective "program balance" measures as stepping up the schedule for the "CBS Reports" series; scheduling of guests with something to say (rather than just show business figures with something to plug) on "Person to Person"; more pre-emptions in choice time periods for news and public affairs specials, and re-scheduling of some public information programs in better time periods.

■ Most of the Aubrey memo was devoted to setting down the ground rules for the program reform measures announced earlier this month by Frank Stanton, president of CBS. The effective date of the new regulations is Dec. 15.

Among the subjects covered:

• **Games and Contests.** Big prize or money games and contests are banned. For the games and audience participation shows with small enough stakes to be acceptable, "any element of preparation or rehearsal of the contestants or panelists which affects the playing or outcome of the game, or the stated or implied spontaneity with which the game is played, must be disclosed. . ." and "Games or contests which use contestants selected from the studio audience must disclose the basis for selection of such participants."

• **Interviews and Discussions**—"To the extent that any interview which purports to be spontaneous is not, that fact must be adequately disclosed. Regarding such interviews, any editing, preparation or rehearsal (other than rehearsal of physical position and movement on camera) must be indicated."

• **Announcements of prerecording.** "When a performance, or any part of it, is in any way prerecorded—whether on film or tape—that fact must be disclosed by an announcement at the beginning or end of the program." When lip-sync to a record is used, the audience must be told. The phrase "live on tape" is *verboten*.

• **Canned laughter and applause.** As set forth here, this rule does not seem to be an outright ban, as originally interpreted from the Stanton edict. "Whenever artificial laughter or applause is employed in any degree, that fact must be clearly disclosed," the Aubrey memo said. "In addition, the use of artificial laughter and applause must be subject to, and limited by, the basic consideration of good taste and moderation." #

Curtis Names Mitchell 'American Home' Publisher

E. Kent Mitchell, vp of Curtis Publishing Co., has been named publisher of *American Home*. Mr. Mitchell has represented Curtis interests since Curtis acquired American Home Magazine Corp. in April, 1958. W. H. Eaton, former publisher and board chairman, becomes a consultant to Mr. Mitchell. John J. Veronis, ad director of the magazine, becomes a vp of Curtis and continues as ad director.

E. Kent Mitchell

Curtis president Robert E. MacNeal also announced that, effective with the December issue, the magazine will be operated as a division of Curtis Publishing, published by Curtis.

Merkle Nowell Blackburn Rogers Ruegg Simon Lisser McAndrews Webster

FREQUENCY FRIENDS—*Present at the Los Angeles regional meeting of the National Assn. of Broadcasters were Joseph Merkle, ABC-TV, New York; Leon M. Nowell, KTVK, Phoenix; James W. Blackburn, Blackburn & Co., Washington; Charles Rogers, KFBI, Wichita; Fred Ruegg, KNX, Los Angeles; Louis J. Simon, KPIX, San Francisco; Alan Lisser and Robert McAndrews, KBIG, Hollywood and Catalina, and Maurice Webster, KCBS, San Francisco.*

Browning Urges More, Better Data on R.O.P. Color

(Continued from Page 3)

have their facts straight on color" and said they devote their sales calls to knocking competitive newspapers and reciting statistics on "circulation, linage and other data which we already know or can look up easily."

■ "We would love to have a newspaper representative who is completely informed on r.o.p. color sit down with us, discuss our problems and tell us how to use color properly on a national scale," Mr. Browning said.

The Quaker Oats executive said he would like to see a representative group organized which would sell nothing but color. He also urged that each representative have at least one man on its staff who is an expert in the r.o.p. color field.

Mr. Browning showed the audience two r.o.p. color ads—the only two run by Quaker this year. He said Quaker has experienced a 21% sales gain on one ad and an 11% sales increase on the other. He hinted that the company would devote much more of its ad budget to r.o.p. color if the medium were sold properly.

■ Laurence T. Knott, vp of the newspaper division of Field Enterprises, publisher of the *Chicago Sun-Times* and *Chicago Daily News*, charged that some newspaper publishers have lost ad revenue to other media because they failed to offer r.o.p. color to advertisers.

"There are still too many publishers and newspaper executives who think that r.o.p. color is not a necessary part of their daily operations just because b&w was good enough for their fathers and grandfathers," Mr. Knott said.

"What they fail to realize is that there are many advertisers who no longer want to buy b&w newspaper advertisements. By not keeping up with the modern trend, they lose all of the revenue from this type of advertiser and force him to spend his advertising dollars in other media."

■ An r.o.p. color conference sponsored last year by the *Post Crescent*, Appleton, Wis., resulted in increased color linage, according to Glenn Arthur, advertising manager of the newspaper.

Color linage increased more than 50% during the past 12 months as compared with a similar period a year ago, he said. R.o.p. color revenues showed a 121% gain over the past year, he added, and said that color rates had gone up just before the color forum was held.

Mr. Arthur also reported that two r.o.p. color ads for power lawn mowers run by a small Appleton jewelry store sold 450 power mowers, for a gross sales volume of $22,500. One ad ran May 2 and the other Aug. 27. An Appleton Ford dealer sold $100,000 worth of new cars during the week that followed his running of a two-color ad, Mr. Arthur said.

■ Standard Oil Co. (Indiana) will invest $1,200,000 in 1960 in r.o.p. color advertising, according to Wesley I. Nunn, advertising manager.

While praising r.o.p. color as an effective ad medium for Standard Oil, Mr. Nunn said he thinks some newspapers still charge too high a premium for color.

An ad that ran May 4 in the *Chicago Tribune* set a Standard Oil record for readership scores, Mr. Nunn said. The ad, he said, was read in whole or part by 73% of the men and 53% of the women.

■ Newspaper salesmen should sell advertisers on how well they can merchandise products at the retail level, according to Ted Gomolak, director of advertising, American Sheep Producers Council, Denver.

Charging that "nine out of ten newspaper salesmen haven't yet discovered what their most important sales point is," Mr. Gomolak suggested that the "advertiser is interested in one thing—the most important thing you can discuss with him—and that's the handling of his product at the retail level."

He urged newspaper salesmen to tell the advertiser "how you can assist him in merchandising that ad to the trade."

■ Arthur Dunn, production manager of Fitzgerald Advertising Agency, New Orleans, urged newspaper publishers to give much more attention to the matter of checking copies of r.o.p. color ads.

He pointed out that agencies, in many cases, will not approve bad checking copies and such a situation could result in the canceling of an r.o.p. color schedule.

■ Success stories of r.o.p. color ads were told by Walter Kurz, advertising manager of the *Chicago Tribune*, and Robert Blegen, vp and account group supervisor, Campbell-Mithun.

Eversweet chilled orange juice, Mr. Kurz said, used 18,360 lines of color in Chicago in 1958 and the first nine months of this year and "succeeded in doubling the average family purchase of chilled orange juice."

Mr. Blegen said Kroger doubled beef sales during a week in which both r.o.p. color and a b&w ad ran, and that during the four weeks following the ad appearance, beef sales were 28% ahead of those in the four weeks preceding the ad.

Both ads carried coupons, and Mr. Blegen asserted that the coupons in the color ad outpulled the b&w coupons by 40%. #

Harried Broadcasters Rally Around Codes

(Continued from Page 2)

flanked by the full tv code review board: Mrs. Scott Bullitt, KING-TV, Seattle; Joseph Herold, KBTV, Denver; Gaines Kelley, WFMY-TV, Greensboro, N.C., and E. K. Hartenbower, KCMO-TV, Kansas City.

He reemphasized the unanimity of the board, its commercial outlook ("We are a slice of you—we are all business men"), and the fact that only the television board of NAB—an elected body—could revoke the seal of a station.

■ He then disclosed that a closed circuit appeal was being made by the code review board to television stations not now subscribing, that the presentation had been taped yesterday and that it would be broadcast tomorrow by the three networks to their affiliates.

The crux of the problem, he said, is, "Who is in control of what goes on the air?" And he gave his answer: "You and you alone are the final sole determinant of what goes over your facilities."

He again traced the activities of the code board, stressing (1) monitoring, (2) the opening of a Hollywood office to simplify the preparation of acceptable film material and (3) the need for promotion of the seal.

He reviewed the status of personal products commercials, reporting that he and Mr. Hartenbower had made presentations to the Assn. of National Advertisers. Contacts are being made with leading agencies and advertisers, he said. ("We are not too satisfied with the cooperation.")

■ In a question and answer session, Mr. McGannon went on to say;

• **1.** That the closed circuit appeal represents a crash program for lining up code adherents, an effort which has been approached before, but "I would be less than candid to say that it was genuinely effective; but of course it was without the pressure of the present situation."

• **2.** That the call letters of the stations whose seals were revoked had not been made public and would not be, although he conceded that a comparison of stations listed as subscribing to the code would yield significant information.

• **3.** That some 30 stations which are NAB members don't subscribe to the tv code.

• **4.** In reply to a question about whether the tv stations which don't subscribe are actually hoping for a form of government regulation—"We find such an idea so repugnant that it's hard to imagine how they could embrace such a principle."

• **5.** In reply to a suggestion from Judge Justin Miller, once head of NAB, that the association might consider drafting legislation to be used, in the event self-regulation doesn't work, a noncommital thank you.

■ He reported that letters would precede the closed circuit broadcast, followed by follow-up contacts and personal contacts. To a question about whether a "groundswell" of code adherents has appeared, he said soberly, "not so far."

■ Elsewhere in the sessions, John Box Jr., WIL, St. Louis, managing director of the Balaban stations, argued that programming for a solid audience and a distinctive image is essential. He commented sharply, "Too many stations today will abandon whatever programming concept they may have for a fast buck." He called radio "the most over-surveyed and under-measured medium in advertising" and asked why stations bleed each other with charges of believability and teen age audience. "Why can't we, like newspapers, talk about circulation?" he asked.

"In the next two years I predict that at least half of the top 40 type of operations and their imitators will be consigned to oblivion," he forecast, adding, "The stations that prosper will be those that develop a definite pattern of listener loyalty—not by buying audience or ignoring sound public service."

■ John Bowles, president of Rexall Drug Co., Los Angeles, following closely his recent speech to the Western Four A's meeting (AA, Oct. 26), commented that an advertiser ought to work as closely with his agency as with his doctor or lawyer, keeping back no information. He said, "There is no secret in our company that is withheld from our agency" (BBDO).

Mr. Bowles saw still another virtue in advertising: Your "competition is always forcing you to do better, and telling you at the same time in their advertising what they are doing. Not the least of the things advertising can do for the business man is to tell him which of his competitors is smarter than the other." #

Dole Name to Emerge

Hawaiian Pineapple Co., San Jose, Cal., marketer of Dole pineapple products, will change its name next year to include the Dole name. The new name hasn't been selected yet, but it will be a general one that won't describe the company solely as a food or canning company.

Give TV Clearer Rules, Another Chance: Cortney

(Continued from Page 2)

public would be willing to pay for in the way of entertainment.

"I'd be willing to bet they wouldn't pay for all that silly stuff on tv now," he said.

The cosmetics company president called the tv quiz scandal one of "many signs of moral decay in our country. So many people seem to have trouble determining what is right and what is wrong."

He said the quiz riggings indicated that agencies, sponsors and networks "would do anything—and I mean anything—to attain high ratings."

When asked if such programs as "America Bandstand," "Beat the Clock" and "Gale Storm Show" (on which Coty commercials regularly appear) represent his idea of "good television," Mr. Cortney apologized that he is "not a regular tv viewer" and wasn't familiar with the shows.

■ Wallace Drew, vp and marketing manager at Coty, interjected the comment that the company bought time on those shows because they reached segments of the market Coty feels are important. "We wish there were better shows available," he said.

Mr. Cortney said that most large agencies he has talked to are opposed to his "hands off entertainment" code proposal for advertisers, "apparently because it would hurt their pocketbooks." Almost all smaller agencies like the plan, he added.

■ Mr. Cortney said that thus far nothing in the investigation of the tv quiz scandal has convinced him that his present agency, Batten, Barton, Durstine & Osborn, was involved in the rigging of shows. (BBDO was agency for Revlon during part of the time the company sponsored "$64,000 Question" and "$64,000 Challenge.")

He stated several weeks ago (AA, Nov. 2) that if he found BBDO was implicated, he would fire the agency.

Asked by ADVERTISING AGE if he had ever asked the agency directly if it was involved in the quiz riggings, Mr. Cortney said, "No—but I'm going to."

Asked when, he replied: "Soon."

Denemark Gains One

Petroleum & Chemical Transporter, a tank truck industry monthly published by Petroleum Transportation Publishing Co., Washington, D. C., has appointed Denemark & Associates, Los Angeles, western advertising representative, effective with 1960 business.

The Advertising Market Place

Rates: $1.25 per line, minimum charge $5.00. Cash with order. Figure all cap lines (maximum—two) 30 letters and spaces per line; upper & lower case 40 per line. Add two lines for box number. Closing deadline: Copy in written form in Chicago office not later than noon, Wednesday 5 days preceding publication date. Pacific Coast Representative (Classified only): Classified Departments, Inc., 4041 Marlton Ave., Los Angeles, 8. Axminster 2-0287. Closing deadline Los Angeles: Monday noon, 7 days preceding publication date. Display classified takes card rate of $18.75 per column inch, and card discounts on size and frequency apply.

AVERAGE PAID CIRCULATION FOR 6 MONTHS ENDING JUNE 30, 1959 47,344

NOTICE

Due to the Thanksgiving Day holiday the deadline for all classified advertising will be November 24 for the November 30 issue.

HELP WANTED

MARKETING MAN, some advertising experience, work with VP of large northern New Jersey (Bergen County) metal-working company and agency on basic program data; late twenties; good future, salary commensurate with experience; send confidential resume to

Box 3113, ADVERTISING AGE
630 Third Ave., New York 17, New York

PHOTOENGRAVING SALESMAN. Out-of-town plant doing top quality black-white and color seeks New York Salesman. Replies confidential.

Box 3128, ADVERTISING AGE
630 Third Ave., New York 17, New York

ADVERTISING—COPY—LAYOUT MAN wanted to handle a monthly Sport Publication in Puerto Rico (in English). Must be able to coordinate with printer. Desire young, progressive man who wants to grow with publication. 25-30 yrs. Must be HUNGRY. Send complete resume with character reference. **P. R. Bowling News, Box 64, Roosevelt, Puerto Rico (Air Mail)**

AGRICULTURAL COPYWRITER

Financially sound, growing central Illinois agency has opening for copywriter with farm background. Farm equipment knowledge desirable but not essential.

Box 3131, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

MOLENE PERSONNEL SERVICE

publicity ..... editors
advg. managers ..... copywriters
artists ..... media ..... production ..... sales
"All is grist, which comes to our mill"
ANdover 3-4424, 105 W. Adams St., Chgo 3

ADVERTISING AGENCY COPYWRITER

We're a congenial, informal, long-established Baltimore 4-A agency with a high standard of professional workmanship and a home-like office building to which you can drive from the country in less than 20 minutes. If you have the professional style, the versatility, and the solid agency experience we need, we can offer you a real opportunity. Send resume and salary requirements with your letter to

Box 3147, ADVERTISING AGE
630 Third Ave., New York 17, New York

BARNARD'S
A Specialized Placement Service
ADVERTISING, PR, EDITORIAL, SALES, SECRETARIAL & GEN OFF
call or write
Miss Barnard Mr. Pollard
WA 2-2306 220 S. State St., Chicago 4

MARKET RESEARCH FIELD MANAGER

Experienced manager. Complete supervision field staff activities, industrial research. Includes recruiting, training, assigning and evaluating. Heavy correspondence. Some travel. Salary open.

Box 3150, ADVERTISING AGE
630 Third Ave., New York 17, New York

WANTED: ADVERTISING MANAGER for publication specializing in farm sales and service. Sales experience in agricultural field a requirement. College training in agriculture desirable. Some related travel. Attractive salary, profit sharing, pension, group insurance and other fringe benefits. Send complete resume to: **E. E. Ruther, Watt Publishing Co., Mount Morris, Ill.**

HELP WANTED

NEWSPAPERING EXPERIENCE

For publisher relations sales and service opportunity with one of major national gravure newspaper magazines. Essential is experience or practical knowledge of advertising, editorial, circulation, promotion, management phases of daily newspapers. Must be able to travel 45-50 weeks yearly. Age 28-55. Combined salary and living expenses above $15,000 year to start. Interviews Chicago or New York.

Box 3148, ADVERTISING AGE
630 Third Ave., New York 17, New York

ACCOUNT SERVICEMAN

Some sales or advertising experience, to work in well known Chicago agency. Opportunities unlimited for proper person. Send complete information in resume. Write

Box 3149, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

CREATIVE ADVERTISING MAN

Large expanding Colorado manufacturer seeks idea man with sales perspective and experience in writing successful direct mail, product pages, and sales promotion programs. Industrial background desirable. Advancement to supervisory responsibility waiting for right man. Enjoyable living in summer and winter vacationland, with liberal employee benefits, profit-sharing plan, medical and retirement programs.

Send letter and resume stating education, experience, age, present and expected starting salary, and references who can testify to your ability to meet above requirements. Please include recent snapshot.

Box 3150, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

COPYWRITER WANTED

Mid-Ohio agency serving wide-range of consumer, trade and industrial accounts has a wonderful opportunity for a good versatile copywriter. Must have at least 5 years experience. Send complete resume and salary requirements to:

Box 3152, ADVERTISING AGE
200 East Illinois St., Chicago 11, Illinois

WANTED NOW—EXPERIENCED LAYOUT ARTIST

Primarily layout, but will have opportunity for all types of art. The man we are looking for must have imagination, crispness of rendering and versatility. He will work in a stimulating, interesting atmosphere in our 14-artist studio. For the right man this position offers a secure, well-paid lifetime career. This large agency is located in a pleasant mid-west town—ideal for family living. No commuting problems—two hours from Chicago. We are growing rapidly; our reputation is excellent. Ask any media representative. Phone or write **Harold Bramble, Senior Art Director, The Biddle Company, 108 E. Market, Bloomington, Illinois. Phone 7-6161.**

ADVERTISING & SALES PROMOTION MANAGER

Fast growing Industrial products firm with large direct sales force needs Advertising and Sales Promotion Manager. Must be imaginative, hard working, experienced in industrial Sales Promotion work including direct mail, sales aids, and advertising production techniques. Location Greater New York. Salary: Over $12,000.

Box 3153, ADVERTISING AGE
630 Third Ave., New York 17, New York

CREATIVE THINKER, ARTIST

for small, growing Columbus, Ohio, agency with reputation for outstanding creativity. Must be unusually original, able to make fast roughs and comprehensive layouts. MOST IMPORTANT IS ABILITY TO THINK CREATIVELY with fresh ideas for use in all media: television, radio, print, outdoor. Unusual opportunity for VERSATILE man. Airmail resume, proof of ad you created, photo, expected salary.

Box 3154, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

HELP WANTED

Classified Advertising Telephone Room Sales Supervisor, Midwestern newspaper. Salary $6500. Your reply will be held in confidence. Please outline your experience in detail.

Box 3156, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

Wanted: Advertising Manager for Chicago based distiller of nationally advertised line of whiskies. Must be young (28-38) with some adv. mgr. or adv. agency exper. The right man who is willing to learn will act as liaison between Adv. agency, P.R. agency and our company. Will work closely with our distributors and sales dept. This fast growing firm will offer many benefits and a starting salary to match ability. Write

Box 3157, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

THE RIGHT SMALL AGENCY OWNER CAN RUN THE CHICAGO OFFICE OF THIS MULTIPLE-OFFICE NATIONAL ADVERTISING AGENCY

A top income, a share of the business, and tremendous opportunity await the right man in our well-recognized, top-rated firm. Required—Top flight advertising man with management ability, small, sound shop ... and a desire to grow with a rapidly expanding national agency.

Box 3164, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

EXECUTIVE & CLERICAL EXPERIENCED & TRAINEE
Publishers Employment
469 E. Ohio St., Chicago, SU 7-2255

POSITIONS WANTED

PHOTOGRAPHER/PUBLICIST TEAM—Available on assignment. By story or campaign. **Phone INdependence 3-8008 or write WENGAARD, 3124 N. Sacramento, Chicago**

EDITOR: Extensive experience on slicks and newspapers, letterpress or litho. Also familiar with front office management. References. **Al Magnuson, 117 So Cedar Avenue, Inglewood, Calif. OR 3-2025.**

RE: WEST COAST SPACE BUYERS

Arriving New York December 7th to submit evidence that Western Advertisers can be nudged into buying lots of space in your publication. I now represent only one publisher to the tune of $125,000 annual space sales in this area. Have connections and facilities to do as much for you. My credentials: 22 productive years Pacific Coast publishers representative; 28 years publicity and creative marketing planning. I'D LIKE TO TELL YOU ABOUT IT, PERSONALLY.

Box 27 R 476, ADVERTISING AGE
4041 Marlton Ave., Los Angeles 8, Calif.

Part-time Secretarial Gal Friday. Adv. **P.R. Exp. Hours approx. 10-2. Ex 2-0084.**

Box 3155, ADVERTISING AGE
630 Third Ave., New York 17, New York

EXPERIENCED SPACE SALESMAN

12 yrs. selling in Ohio, Western Penn. Proven excellent sales record both trade and consumer. Top level contacts in agencies and accounts. Consider commission; prefer salary.

Box 3158, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

CAREER OPPORTUNITIES

Mkt. Rsch. Mgr., MR bkgrd. 12-15M
Copy Chief, Ind'l. + cons.
4A exp. 15M
Sls. Prom. Mgr., paper conv. 10M
Mkt. Rsch., Ind'l. bkgrd. 6-8M

All inquiries received in strict confidence. Our charges are paid by the employer.

MANAGEMENT SERVICES, INC.
75 Federal Street Boston, Mass.

PUBLIC RELATIONS COORDINATOR:

Long and well established Midwest Pharmaceutical firm with multiple divisions. Experiencing rapid growth. Man concerned will be involved with preparation of annual reports, as well as consumer, trade and financial publicity; editing house organ. Please write giving complete details on experience, references, expected salary. All replies will be confidential.

Box 816, Advertising Age
200 E. Illinois Street
Chicago 11, Illinois

POSITIONS WANTED

"DON'T SEND A BOY!"

Creative counter-puncher, a managerial natural for trade paper seeking combination proven sales ability, exceptional experience prom. and merchg. Only 2 media sales jobs (consumer and trade) in 16 yrs. Ad agcy background. Idea man, writes on-target sales presentations, diversified copy. Wharton grad. Will consider investment.

Box 3165, ADVERTISING AGE
630 Third Ave., New York 17, New York

ADVERTISING MANAGER

Agency man 10 yr exp blue chip consumer accounts all media; some client, retail. Proven co-ordinator, organizer, detail man with mgt level exp and resp. Can manage your ad program inc. budgets. Prefer med or small Midwest advertiser. Knows graphic arts, 33, family, U. grad.

Box 3160, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

Treasurer-Comptroller—Preferably in an advertising agency in Middlewest. Experienced in corporation accounting, cost accounting, payroll management, publishers' statements, AAAA breakdowns, tax reporting. Outstanding administrative skills, plus ability to work well with others. Unusual capacity for multiple responsibilities and personal work load.

Box 3161, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

Writer + Agency = SELLING COPY
Ideas

Box 3159, ADVERTISING AGE
200 E. Illinois St., Chicago Illinois

ART DIRECTOR (PLUS) FOR SALE

"Brilliant, modern, smart, truculent, fast, stupid, savvy, real pro, brash, thoughtful, inconsiderate, a whiz, great, lousy, deep, creep, sharp, talented"

These adjectives supplied by some of the best ad men in the industry.

Box 3162, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

REPRESENTATIVES AVAILABLE

PUBLISHERS

Experienced sales-representative invites inquiry from Publishers regarding consistent coverage of Southern Midwest territory. 11 years experience calling on clients and agencies in Missouri, Kansas, S. Illinois plus key areas Oklahoma and Nebraska. Familiar in Trade, Industrial and Consumer fields. Some editorial background also.

Married, University graduate, Journalism degree. Full information, resume sent on request.

Box 3125, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

BIRCH Personnel Service, Inc.

The Midwest's outstanding placement service for Adv. • Art & allied fields.

By appointment only
59 E. MADISON • SUITE 1417
CHICAGO 2, Ill.
CEntral 6-5670

MARKET RESEARCH

EXECUTIVE

Available

Proven record in planning, coordinating and executing all phases of marketing, audience, advertising and editorial research with leading specialized business magazines. Well oriented in marketing, media and sales promotion areas. Seeks challenging opportunity with growth potential. Age 41. Box 813, Advertising Age, 630 Third Ave., New York 17, New York.

REPRESENTATIVES AVAILABLE

MEDIA REPRESENTATIVE

Experienced representative wants established publication—Trade or Consumer. New England area. Excellent knowledge of its agencies, accounts and territory. Salary or commission. Write

Box 3144, ADVERTISING AGE
630 Third Ave., New York 17, New York

BUSINESS OPPORTUNITIES

CONSUMER MAGAZINE FOR SALE

Full or partial interest in nationally distributed sport and outdoor monthly. Book profitable on circulation alone from first issue. Established 18 months. Looking for ad man or publisher to build ad volume.

Box 3166, ADVERTISING AGE
200 East Illinois St., Chicago 11, Illinois

MARKETING RESEARCH SERVICES

Publisher of unique, rapidly growing business services with tremendous market offers investors substantial equity in corp. for purpose of expansion.

Box 3163, ADVERTISING AGE
630 Third Ave., New York 17, New York

MISCELLANEOUS

Color reproductions, catalogue sheets, fast service, top quality.
Skokie Colorgraph
Morton Grove 8, Illinois

TWO MILLION CLIPPINGS

from old magazines and newspapers—any subject, person, place, event or business. **Boyd Service, Delafield, Wis.**

Wanted to Buy—The following advertising books:—

"Skin Deep" by Mary Catherine Phillips
"Eat, Drink & Be Wary" by Frederick John Schlink
"Partners in Plunder" by Joseph Brown Matthews
"100 Million Guinea Pigs" by Arthur Kallet and F. J. Schlink
Phone Mr. Frasor: Central 6-5959 (Chicago)

PROMOTION and PUBLICITY DIRECTOR

Fast-growing manufacturer of mobile soft ice cream units franchised coast to coast has exceptional opportunity for an aggressive self starter with energy and ambition.

The job calls for development of consumer promotions, premiums, contests, point of sale, etc. that will sell ice cream products, enthuse dealers, as well as writing and releasing trade and newspaper publicity.

Here's a solid growth opportunity with virtually unlimited ceiling. Are you our man?

Send resume and financial requirements to "President"
DAIRY DAN INCORPORATED
Brooks Building
Wilkes-Barre, Pennsylvania

BURY ME NOT ON MADISON AVE.

Doing fine, thank you, with top N. Y. agency but yearn for the West . . . or maybe the deep South. 15 years experience with 4A agencies (Midwest, South) including account supervision and agency administration. Copy background, strong on package goods—beer, foods, soft drinks, liquor. Also automotive, appliances, some industrial. Not expecting N. Y. salary but do expect challenge with potential. Late thirties. Agency or advertiser (if top spot). Keeping open mind so let's talk.

Box 824, ADVERTISING AGE
630 Third Avenue,
New York 17, New York

OUR CHALLENGE TO 26 MEN!

Possibly you know one of the 26 men in America who can give most to, and get most out of, this "summit" career—and like it—but who may miss this ad. Then please show him this offer—quick! Each of the 26 men is already a top-flight man experienced in successful national development of an intangibles promotion.

Successful applicant must have clean, consistent history. His favorable recognition by national magazine and daily press desirable. Familiarity with Federal legislative processes and personnel helpful. Knowledge of wholesaler-retailer distribution no handicap.

Our group is well financed and well advanced in critical national economic movement involving prospective corrective Federal legislation you will recognize as vital to the restoration and perpetuation of traditional American incentive. Issues are sharply commercial but basically ideological—a never-ending battle.

Your candidate can't be too good for this great job which, because of high stakes of industrialists, resellers, and the public, probably can pay him much more than he has earned consistently elsewhere.

Can help successful man add solidly to his personal estate. Tell him to give full ten-year background identifying employers and names of superiors. Applications strictly confidential pending interview. We have Washington, New York, and Midwestern offices. This opportunity may not wait long. Can allow reasonable severance time for man selected.

Box 818, ADVERTISING AGE
200 E. ILLINOIS ST., CHICAGO 11, ILLINOIS

KNOW THE ELECTRIC UTILITY FIELD?

Here is an opportunity to fill an important account executive opening with a leading advertising agency serving one of the country's major electrical manufacturers. Requires product knowledge and industry marketing background. If you qualify and are looking for increased responsibility, contact:

Mr. George A. Welch
Fuller & Smith & Ross, Inc.
211 Oliver Avenue, Pittsburgh, Pennsylvania

RETIRE TO DENVER!
$9,000 OPENING

for Senior Public Relations Executive

National corporate image and product publicity programs aimed at sales, advertising and ad agency functions in the O.E.M. field. Position reports to Chairman of the Board. Resumes solicited from candidates up to 52 years of age.

Box 819,
ADVERTISING AGE
200 East Illinois St.
Chicago 11, Illinois

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david douglas
CAREER GUIDES
PLACEMENT AGENCY
415 Lexington Ave. New York City
OX 7-3358

- ACCOUNT EXECUTIVES
- COPYWRITERS
- MEDIA MEN
- ADVERTISING MANAGERS
- PRODUCTION

EXCELLENT OPPORTUNITY

to earn additional income with related but non-competitive line. Ideal for printing or graphic arts salesman calling on advertising & sales promotion departments. Exclusive territories available. Qualified men will become future sales managers. Write details of past experience and territory desired. Box 822, ADVERTISING AGE, 200 E. Illinois St., Chicago 11, Illinois.

Publishers

Established representative invites publishers' inquiries regarding coverage of Middle-West territory. Since 1952.

James K. Millhouse
PUBLISHERS' REPRESENTATIVE
5935 Montrose Avenue, Chicago 34, Ill.

PACKAGING DIRECTOR

A real opportunity for a man with proven administrative abilities to supervise our Packaging Department. As a major cosmetic manufacturer, packaging is of primary importance in the company's overall marketing program. Experience in package design and construction required. Experience in surface design helpful, but not necessary. Send complete resume and salary requirements to: Box 820, ADVERTISING AGE, 200 E. Illinois St., Chicago 11, Illinois.

MEDIA and RESEARCH DIRECTOR

Exceptional opportunity in well-established A.A.A.A. Michigan Avenue agency, for experienced man to take charge of all media and research operations. All media, print and broadcast. Research consists of supervising work within the agency and by outside organizations. Write fully in strict confidence about background, experience and yourself. Enclose photo if available.

Box 807, ADVERTISING AGE
200 East Illinois Street,
Chicago 11, Illinois

A.D.—PROD. MGR. WHO'S LOOKING!

We won't kid you—don't you kid us!

WE'VE GOT the business . . . we've got the facilities . . . we've got the brightest future.

WE NEED a creative art director who's strong on layout, art and production in all media . . . a man confident enough in himself, his ability, and this market's great future, to "make the big plunge."

YOU'LL START at $6,000 per year. If you can't push that to $8,000 in a hurry, don't apply.

JOHN J. McCORMACK ADVERTISING, INC.
P. O. Box 1894
Huntington 17, W. Va.

National Advertising Salesman

Live wire creative-type seeks new growth connection as National Advertising space representative for metropolitan newspaper, or industrial publication.

Experienced in selling space to Automotive, Appliances, Food, Banking and Industrial field on management level. Ability to work well with agency account executives and to coordinate advertising schedules most effectively.

Background strong on creative sales resulting in large volume National Advertising linage for metropolitan dailies. New sales opportunity is my objective—I guarantee to pay my own way with profits to the firm that hires me. Presently employed. Detailed resume furnished on request.

Warren Jones
2226 Glenview Rd., Glenview, Ill.
Phone PA 4-6037

ADVERTISING AND SALES PROMOTION MGR.

For national marketing of top brand imports. AAAA agency or national advertiser experience required, preferably in appliance, photo or consumer electronic fields. Well established, expanding Chicago organization offers attractive salary and incentive for proven creative, productive ability. Please submit full resume. Box 815, Advertising Age, 200 E. Illinois St., Chicago 11, Illinois.

CONSUMER RESEARCH MAN

We are offering an excellent opportunity for ambitious research man under 40 to join established marketing research organization.

The man we are looking for must be thoroughly grounded in all phases of consumer panel research.

Personal interview will be arranged early in December. Please write, at length and in confidence, about your education and salary requirements and what makes you tick.

Box 823, Advertising Age,
200 E. Illinois, Chicago 11, Ill.

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in canada one calls

a.g. heighington associates
WA 4-8131
placement & consulting
Suite 407, Yorkville Towers
Toronto 5, Canada

If you have GUTS . . .

and are a man who has a sincere ambition to work to obtain the things in life most people sit and dream about, this may be it. If you can write copy (solid, believable, not just a lot of meaningless words) and if you are versatile enough to also help on mechanical work (paste-up, operate or learn to operate a Filmotype and a Trace-Rite machine, both quite easy), you are the man we want . . . and, we are the agency you want! We are a small, steadily growing agency with the determination to be a lot bigger. We don't waste time, we all work, and hard! We have no use for time wasters, goldbrickers or mediocrity, and we pay for what we receive. One thing we are not is cheap! We are located in the heart of the beautiful Black Hills of South Dakota! Write, sending complete details to: **Bill Douglas, Douglas Advertising Agency Rapid City, South Dakota. FI 2-4857.**

CUTS HALFTONES ETCHINGS
5 SQ. INCHES FLUSH MOUNTED 1¢ Larger sizes proportionately priced.
Overnight by Airmail.
Ward Kah Box 87-A Glendale 6, Calif.

WE DO NOT WANT AN ACCOUNT EXECUTIVE!

We want an Advertising Man . . . an Advertising SALESMAN . . . who knows his way around Chicago, who knows how to sell newspaper, radio, TV, billboards, and promotions, and who now controls some business. If you are this man, you are now at the proverbial "right place at the right time," with the greatest opportunity waiting for you in the advertising industry. Send us your background, experience, and current activity . . . confidentially, of course.

TGSH Advertising
5860 N. Lincoln Ave.
Chicago, 45

DRAKE

COPY CHIEF AND COPY SUPERVISORS—With either industrial or consumer exper.—top level food, meat products, pharmaceutical, building products and chemical openings. $12-20,000.

COPYWRITERS—Electronics, packaged goods, farm implements and industrials, with leading agencies—coast to coast . . . . . Starting at $7-12,500.

EDITORS AND TECHNICAL WRITERS—With Newspaper and trade magazine exp. For manufacturer, publication and agency openings $5,200-$9,000.

ART DIRECTORS AND ARTISTS—TV commercials & TV art direction experience—Artists for manufacturer, publication and agency openings. $8 - 15,000.

PUBLIC RELATIONS MANAGERS & ASSISTANT MANAGER—openings with top-level employers and agencies. Some unusually attractive openings with newly created public relations departments . . . . . $7 - 12,000.

MARKETING MANAGERS—with either industrial or consumer bkgd. Brand new openings with expanding companies—real challenges for able men . . . . . $10 - 15,000.

MARKET RESEARCH—Both management and assistant positions. Excellent salaries—high potentials—especially for young men with fundamental background, who want first-class experience with impressive "name" firms.

MEDIA MEN—For growing agencies. Men with all-round experience who can perform and grow with the job. $6 - 10,000.

ACCOUNT EXECUTIVES—Well rounded bkgd., including new business-getting experience. Several exceptional openings requiring specialized experience.

ADVERTISING MANAGERS—for both industrial and consumer fields. Skilled, experienced men needed—from $10,000 - $20,000.

NEW BUSINESS GETTERS—Current openings with twenty-seven progressive agencies for whom we are commissioned to "keep an eye open for good men."

America's Largest Advertising Placement Agency

DRAKE PERSONNEL INC.
29 East Madison Chicago 2, Ill.
Financial 6-8700

A. E. FOR MIAMI

Established growing Miami agency needs A. E. with consumer & trade ad experience. Prefer background with smaller or middle-size agencies, for in our shop (17 people) a fellow may wear several hats.

Should know trade channels, merchandising, be able to formulate, present, and execute plans, have a good record of keeping clients happy.

The climate is wonderful, and the opportunity is excellent—(but don't expect New York salaries). Air mail full details today.

Hume • Smith • Mickelberry
Advertising
126 S.E. 2nd Street, Miami

ADVERTISING—SALES PROMOTION EXECUTIVE

National food manufacturer, Chicago, has excellent opportunity for man with successful experience in Advertising or Sales Promotion with consumer packaged food products. Must have demonstrated administrative and analytical ability and have a grasp of sound merchandising principles. Age 35-45. Degree in Marketing or Advertising. Meat or dog food experience preferred. Box 802, ADVERTISING AGE, 200 E. Illinois St., Chicago 11, Ill.

RESEARCH DIRECTOR

Fully qualified man to take key post in sizable and growing midwest agency (not Chicago). Must know market, media and copy research; fact sources and outside services; be able to gather and put together analyses for new business presentations. Send full details first letter. All replies confidential. Salary five figures and open.

Send resumes to Box 817
ADVERTISING AGE
200 E. Illinois St., Chicago 11, Ill.

ACCOUNT EXECUTIVE WANTED

With thorough knowledge and possibly formal training in the farm market plus the ability to handle non-farm accounts and accounts in the chemical field. We are an industrial, farm and business-oriented agency located in New York City. We are a 4-A agency, fully departmentalized, offer all promotional services, provide employees with a wide range of benefits. We want an energetic man who knows the farm market inside and out and can help us service other accounts as well. Send resume. Tell us about yourself.

Box 825, AVERTISING AGE
630 Third Avenue,
New York 17, New York

CHICAGO EMPLOYERS!

We have well qualified

Copywriters
Advertising Managers
Asst. Adv. Managers
Account Executives
Radio & TV Men
Production Men
Artists
Editors
Photographers

PROFESSIONAL, SALES AND CLERICAL OFFICE

ILLINOIS STATE EMPLOYMENT SERVICE
73 West Washington Street
Financial 6-3960

South African Agency Sponsors Radio Program

Lindsay Smathers, South African advertising agency headquartered in Johannesburg, reports that it is making history there by sponsoring a weekly radio program, "Top Level." A 15-minute program presented every Sunday night, "Top Level" has featured talks by government officials on national and international affairs. Aside from a mention of the agency's name, there are no commercials.

Motorola to Run 16-Page Ad

Motorola Inc., Chicago, will run a special 16-page four-color supplement in the Nov. 29 issue of the *Chicago Sunday Tribune*. The supplement features Motorola's new line of television and stereophonic high fidelity equipment.

Rehlaender Joins C&W

Donald H. Rehlaender, formerly assistant ad manager of Marchant Calculators, Oakland, Cal., has joined the creative staff of Cunningham & Walsh, San Francisco.

ACCOUNT EXECUTIVE ASSISTANT

3 years on consumer and industrial accounts, 4-A Agency; 2 years Food experience; skilled organizer who follows through. Write BOX 27 H 418, ADVERTISING AGE, 4041 Marlton Ave., Los Angeles 8, California.

IF ADVERTISING IS YOUR BUSINESS PLACING YOU IS OURS!

Melba Oliver
Specialized Personnel Service, Inc.
629 EUCLID AVE. CLEVELAND 14, OHIO
Serving the Midwest for over 20 years

Fine, Fast, Fairly Priced Photography

pics incorporated
photographers
DEARBORN 2-1082
187 NORTH LASALLE STREET CHICAGO 1, ILLINOIS

PUBLICITY CONVENTION COMMERCIAL INDUSTRIAL

MKTG. DIR., BEER. Unusual plus benefits. $16M
ASST. ADV. MGR., large food co. Solid food exper., co. or agency. Mktg-adv. grad. 15M
ADV. & SLS. PROM. MGR., DEPT. STORE. Sound up-to-date merchandising sense. to 15M
TIME BUYER, big agency. Thoroughly experienced to 13M
JR. MKTG. EXEC., pkg. goods, big agency. Now asst. to brand mgr. 9-10M

GLADER CORPORATION
Don Harris, Dir. Adv. Div.
110 S. Dearborn Chicago 3 CE 6-5353

BOSTON AD AGENCY NEEDS N.Y.C. AGENCY AFFILIATION!

Yours must be a young, ambitious company. We have National business, national reputation. One N. Y. account and many leads demand a N. Y. address & resting place. Will talk merger, affiliation or. reciprocal service.

Box 826, ADVERTISING AGE
630 Third Avenue,
New York 17, New York

Market and Media Research

The research and marketing division of a major national magazine published in the east has an important position to fill on its research staff.

The need is for someone with extensive experience in media or market research. This person should have the technical competence to assume full responsibility for all phases of conducting major research projects.

This person would be responsible directly for the execution of both audience and marketing studies. The market studies cover products and services in both consumer and business areas.

This person would be joining a large and well staffed department. Replies will be held in confidence. Please include resume and salary range. New York interview can be arranged.

BOX 701 ADVERTISING AGE
630 Third Avenue, New York 17, New York

BUY GOODWILL? NO—BUT YOU CAN *EARN* IT!

by Archie S. Grinalds, Jr. Sales Manager, WDIA

True—"Goodwill" is an intangible. You can't see it or hold it in your hand. You can't buy it—it's priceless. You can only *earn* Goodwill, step by step.

That's why we at WDIA-Memphis are so proud of the fact that we've become known far and wide to our listeners as the station with 50,000 watts of "Goodwill." And *that's* why WDIA IS MORE THAN JUST A RADIO STATION—IT'S AN ADVERTISING FORCE IN MEMPHIS, AMERICA'S 10th LARGEST WHOLESALE MARKET!

THEY LISTEN—AND BUY!

40% of Memphis is Negro, and you just can't sell it without WDIA—America's only 50,000 watt Negro Radio Station . . . first radio station in the nation to program exclusively to Negroes.

WDIA commands the Memphis Negro's loyal listenership through exclusive Negro programming, hard-hitting salesmanship, *plus* that priceless intangible—GOODWILL! In fact, by active public service and civic leadership, WDIA has become a vital part of our listeners' very lives!

BIG BUYING MARKET!

WDIA's powerful 50,000 watt coverage now reaches 1,528,364 Negroes—the biggest market of its kind in the entire country!

And WDIA not only reaches—it sells—this big Negro market, as no other medium can! Television ownership is low. Low Negro newspaper and magazine readership mean you just can't reach the Negro with these media! And, because he listens first and foremost to WDIA, you can't sell the Memphis Negro with any other radio station!

A powerful advertising force, yes, but does it *pay off*—in profitable sales? Indeed it does! Negroes buy impressively large quantities of the food and drug commodities sold in Memphis. Last year, Negroes bought 47.9% of the sugar sold in Memphis . . . 78.4% of the packaged rice . . . 52.7% of the face powder . . . 47.8% of the household waxes and polishes . . . 41.6% of the bread! And before they buy, these Negroes listen—to WDIA!

Take it from our local and national advertisers—WDIA is a powerful force when it comes to selling this vital 40% of the Memphis market! In the past 10 years, these sales-wise advertisers have invested $4,396,854.81 on WDIA—$2,172,827.84 nationally, and $2,224,026.97 locally, to be exact!

Today, WDIA still has more local and national advertisers than any other station in Memphis! The list includes: WONDER BREAD . . . PROCTER & GAMBLE . . . CAMEL CIGARETTES . . . BRER RABBIT SYRUP . . . TETLEY TEA . . . NATIONAL BISCUIT COMPANY . . . ESSO . . . RALSTON CEREALS.

It's as simple as this: IN MEMPHIS, IT TAKES WDIA TO SELL THE NEGRO BUYER! And if you miss the Negro Market, you're missing 40% of Memphis!

That's why, no matter what your advertising budget for the Memphis market . . . no matter what other media you're using . . . a big part of every advertising dollar *must* go to WDIA!

Why not let us show you how WDIA can be a powerful advertising force for you . . . in this big buying market! Drop us a line today . . .we'll send you proof of performance in your own field!

Top Rated by All Audience Surveys for Ten Years!

WDIA IS REPRESENTED NATIONALLY BY THE BOLLING COMPANY

EGMONT SONDERLING, President

BERT FERGUSON, Exec. Vice-President

Future Status Symbol: How Many Cars, Not What Kind, Copp Tells 4A's

(Continued from Page 3)

for the industry."

Ford, he revealed, already has produced 50,000 Falcons. At the same time, he went on to observe, "We at Ford don't care how the market may split between small and full-size cars," adding:

■ "We'll make anything the public wants to buy, so long as a reasonable proportion of the public wants something.

"That is the basis under which we are doing our long-range thinking at Ford, and I'm sure this is the promise of the future for all U. S. motor car producers."

While giving credit to Lark and Rambler for doing a "good job" and for their "agility" in tapping the car market "created by inflation and the price and product action of the Big Three," he noted that Falcon, Corvair, and Valiant are "newly-designed and highly efficient cars."

One of the arguments raging among admen and auto men has centered on depth of the market for the new compacts, and particularly on whether this is a separate market.

Taking the negative on this one, Mr. Copp asserted:

■ "I don't buy the argument that there is one kind of fellow who is the economy car buyer and an entirely different breed that buys full-size cars.

"I have a tuxedo at home, but I don't normally walk around in it. I need both, and so do you. And there are millions of Americans for whom two-car ownership of both a small and a full-size car makes eminent sense—more sense, perhaps, than two-car ownership of two full-size cars.

"I do not see a conflict between our making both sizes, as one of our competitors has suggested."

Clearly implying that Ford's pitch for the Falcon will bear heavily on the two-car theme, Mr. Copp noted that street-cars are gone from almost all cities and that the automobile permits people "to divorce themselves from crowded cities and the stranglehold of a trolley line."

Mr. Copp asserted that higher costs across the board—and particularly higher labor costs—are making the American car industry "non-competitive" both at home and overseas.

Queried later on this point, he was emphatic in asserting that Ford will solve this problem with "ingenuity." While denying that Ford has any plans now to build a small car comparable in size or price with the Volkswagen, he declared: "We will if we need to."

He further commented that he doesn't think the new compacts will knock foreign cars completely out of the market, "because their prices will appeal to some who are willing to accept their product and comfort compromises."

■ In another major talk at the meeting, the advertising industry was urged to defend itself against so-called "intellectual" critics who have little awareness either of its problems or of its value to society.

Robert M. Ganger, board chairman of D'Arcy Advertising Co. and board chairman of the Four A's, repeated his suggestion of a comprehensive study of advertising's function in marketing, made at the Four A's western regional meeting at Santa Barbara (AA, Oct. 26).

Admitting frankly that the investigation of rigged tv quiz shows has posed a serious problem, he added:

"There is no doubt the current challenge will stimulate the urge for controls. But, for the good of advertising and the good of the economy, we should work for more understanding of advertising among legislators, theorists, and the public."

■ In closed session discussions, Advertising Age learned, sentiment was strong against the current high tax burden; most agency executives are concerned about the squeeze on agency profits. In particular, reportedly they are concerned about the drop in net earnings from 1957 to 1958, which apparently has continued in 1959.

Richard Turnbull, Four A's vp, called attention to the association's survey which revealed that member agencies chalked up a net after taxes of about 0.75% in 1957, but only slightly more than 0.5% in 1958.

■ Margot Sherman, vp of McCann-Erickson, emphasized that ad people, now more than ever, have a changing market with which to deal. She stressed in particular that the line of communication between advertiser and consumer has become simpler and tougher.

The shopper, she said, is more and more "on her own," and more people in stores are simply "hand-ers out" and "takers in." This means, she suggested, that the manufacturer can no longer depend as much on sales people to influence customer choice, but must himself influence the consumer. #

MAB Presentation Tells of 'Profitable Difference' from TV

Chicago, Nov. 18—The Magazine Advertising Bureau kicked off a series of presentations to advertisers and agencies, based on the recent study by Market Research Corp. of America, here yesterday, followed by a similar meeting today. Both were held in the auditorium of the Prudential Plaza.

"The Profitable Difference," the theme of the presentation, outlines the greater incomes and buying power of the magazine audience, especially in terms of those most heavily exposed to the medium, as compared with similar studies of the television audience. The study is intended to prove that the most heavily exposed magazine readers are at the upper end of incomes and education, while the reverse is true of the television audience.

MAB brass conducted the meetings in Chicago. They included Gibson McCabe, publisher of *Newsweek*, who is chairman of MAB; Edward C. Von Tress, vp, Curtis Publishing Co.; Edward R. Miller, publisher of *McCall's*; Joel Harnett, assistant to the publisher of *Look*, and W. H. Mullen, director of MAB.

A booklet summarizing some of the highlights of the study was distributed to those attending, and a large book, consisting of several hundred pages and giving details of the study as it relates to specific commodities reported on in the study, will appear early in January.

Two similar presentations will be made in New York later this week, with Detroit and Philadelphia scheduled to get the story next week. Other cities will be added to the itinerary for the show, which consists of slide films and live commentaries by members of the presentation team. #

Too Busy to Keep Up With Your Reading?

- Press Clippings can solve your problem if there simply aren't enough hours in the day to permit you to read the trade papers, magazines and newspapers you know you should.
- Many busy men have us spot and send them information on subjects of interest to them.

Burrelle's Est. 1888
PRESS CLIPPING BUREAU
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1868 Columbia Rd. NW, Wash. 9, D.C.—CO 5-1757
Magee Bldg., Pittsburgh 22, Pa. — COurt 1-5371
14 E. Jackson Blvd., Chicago 4, Ill.—WA 2-5371
1456 N. Crescent Heights Blvd., Los Angeles 46, Calif.—Phone OLdfield 6-0304
One Operations Office (Livingston, N. J.)
NEWSPAPERS • MAGAZINES • TRADE PAPERS

ZERO IN ON

VANCOUVER-VICTORIA'S 1,000,000 PEOPLE

Get 1/5 of the Seattle Distribution Area

FREE!

Check any B. C. survey . . . KVOS-TV (CBS) is the number one audience station.

KVOS-TV 12

BELLINGHAM, WASH.

SEE FORJOE, U. S.—STOVIN-BYLES, CANADA

How to market to the plastics field

This folder tells you all you need to know

"What's New" in December Modern Plastics

This type of editorial content builds and holds reader interest in *Modern Plastics*...provides an excellent audience for your advertising:

1. Specialty phenolics...what they are—what they can do.
2. The conception, development and fabrication of the architecturally-unique, reinforced plastic-structured American Pavilion in Moscow.
3. How the Hoover Company uses several new plastic materials in its new floor washer.

In the Technical Section...how thermal-, ultraviolet-, nuclear radiation-energy; water; etc.; affect the aging of plastics. In the Engineering Section...what methods produce optimum results in chill roll casting.

A new fact-filled *Modern Plastics'* Market and Media Data File—conveniently arranged and easy to use—puts at your finger tips the specific information you need to help you market successfully to the plastics field.

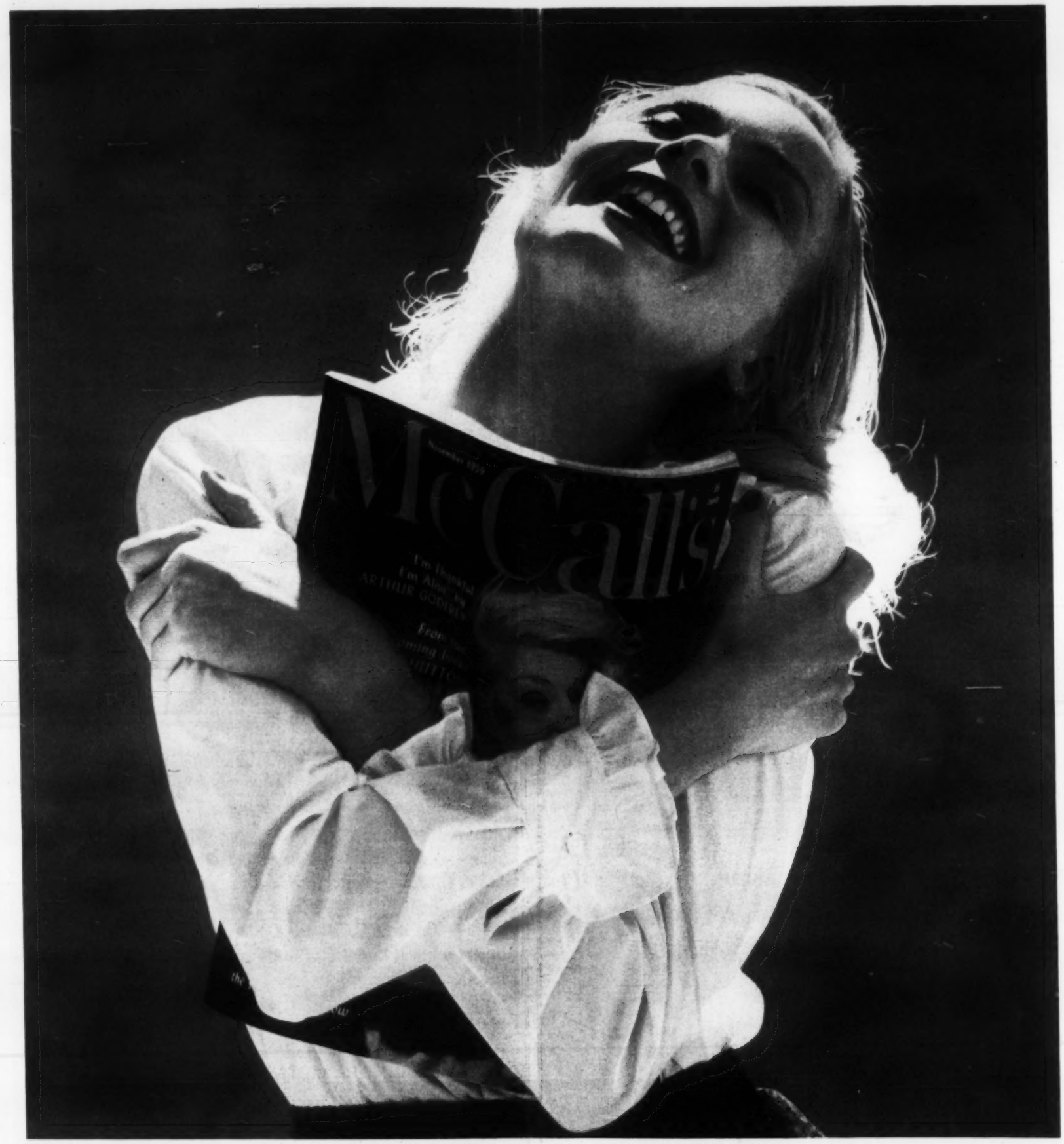
This file describes the plastics market—what the market buys—what it makes—what it wants to read. It gives you the primary categories into which *Modern Plastics* editorial matter and articles are divided among the three groups responsible for shaping the future of plastics. A survey of *Modern Plastics* circulation is included in the two basic areas of the plastics market—the plastics industry itself, the basic materials suppliers, the processors who mold, extrude and otherwise fabricate plastics materials—and the "end-users" in many different industries. Also included are circulation figures, break-downs of editorial matter, readership studies by independent researchers—examples of how *Modern Plastics* alerts its readers to new trends and developments. All very useful, useable materials, ready at a moment's notice in detail or summarized "capsule" form. Ask your *Modern Plastics* representative for your file.

MODERN PLASTICS

A BRESKIN PUBLICATION—Authority of the Field for Thirty-four Years ABC ABP

Other Breskin Publications: MODERN PLASTICS ENCYCLOPEDIA—MODERN PACKAGING—MODERN PACKAGING ENCYCLOPEDIA

Offices: New York 575 Madison Ave.; **Chicago** 101 E. Ontario St.; **Cleveland** 3537 Lee Rd.; **Los Angeles** 6535 Wilshire Blvd.; **Atlanta** 1722 Rhodes Haverty Bldg.



LOVE STORY

In this case, love has its eyes wide open. The more women see of the dazzling delights in the newly exciting McCall's, the more they shamelessly want it. And the more they want it, the more McCall's circulation darts upward like a fever chart.

Love cannot be denied. At the newsstand, sensitive as a seismograph to spontaneous demand, McCall's increases these recent months have been overwhelmingly highest in the field. Out of this overall magnetism now comes a significant announcement:

McCall's circulation guarantee of 6,000,000 will become effective as of May, 1960. (Actually, the December, 1959, issue will be delivering well in excess of this figure.)

What about advertisers weighing budgets and making decisions for 1960? McCall's has more than fleeting affection for *them*. Hence, this assurance, designed to help business make marketing plans with confidence. . .

As of the May issue, McCall's cost-per-thousand for four-color and four-color bleed will continue to be by far the lowest in the women's field. The cost for a four-color, or four-color bleed page, will be $28,560 (unchanged from the 5,700,000 guarantee rate previously announced). The cost for black-and-white will be $22,990. (And, of course, increasing circulation bonuses will add considerably to the value of McCall's as a medium.)

We know that women will love us more than ever in 1960, as McCall's maintains, and even outdoes, the editorial pace that made it the talk of 1959. We know that advertisers have also stepped up their ardor: McCall's linage gains for the last six months are gratifyingly the highest in the field.

Here, for statistic-loving hearts, are facts on how McCall's will continue to be the best advertising buy in America:

COMPARATIVE COSTS PER THOUSAND				
	4 Color Page	4-Color Bleed Page	B&W Page	B&W Bleed Page
McCall's 6,000,000 Guaranteed May, 1960	**$4.76**	**$4.76**	**$3.83**	**$3.83**
Ladies' Home Journal 6,000,000 Rate Base January, 1960	5.00	5.75	3.78	4.34
Good Housekeeping 4,300,000 Rate Base February, 1960	5.35	5.88	3.88	4.27